

J S Briggs 31aug01
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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XVII. NEW YORK, DECEMBER 30, 1896. No. 13.

Mr. Bates

has started a paper of his own under the characteristically modest title, "CHARLES AUSTIN BATES' CRITICISMS." It is made up almost wholly of Mr. Bates' criticisms of current advertising matter and methods, on the lines followed for two years in his "Department of Criticism" in *Printers' Ink*. Mr. Bates' work no longer appears in *Printers' Ink*, so that those to whom his writings have become a necessity will hereafter have to subscribe for two papers instead of one.

"CHARLES AUSTIN BATES' CRITICISMS" is a 16-page paper, pages 8x10, and is issued monthly. The price is \$1 per year. The first number is out and is dated January, 1897.

Advertisers who wish to begin the New Year properly prepared for success will lose no time in subscribing.

Send matter for criticism along with your dollar.

If you send \$5 before January 31, 1897, you will receive "CRITICISMS" for one year and also a copy of Mr. Bates' great 700-page book, "Good Advertising," the regular price of which *alone* is \$5.

The circulation of "CHARLES AUSTIN BATES' CRITICISMS" is guaranteed to be at least 5,000 copies for each issue during 1897. The bottom advertising rate is 15 cents per agate line per issue.

Make all checks, etc., payable to

Holmes Publishing Co.,

15-17 Beekman Street, New York.



GOLF—

is practical sport. To be sure there is some *theory* in it, but it is cold, practical experience and skill that wins.

It is the same with advertising. The theory that an artistic advertisement in magazines, in conjunction with a few daily papers, will cover the universe, is a mighty costly one to many advertisers.

When the country people abandon their local weeklies for monthly magazines and daily newspapers, then theory will have become fact, and practical experience will have expired for lack of interest in home and home surroundings.

And that time will be — *never*.

The country paper represents the country people, and it always will.

That paper reaches them completely.

No other does, theory notwithstanding.

There are 1,600 of these local weekly papers on the Atlantic Coast Lists. They reach every week over one-sixth of all the country readers of the United States. Catalogue and estimates free.

ATLANTIC COAST LISTS,

134 Leonard Street,

New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XVII.

NEW YORK, DECEMBER 30, 1896.

No. 13.

THE "PICTURE HABIT."

I believe in illustrated advertising. I do more than believe in it. I'll back it against the other kind every day in the week. My conviction is based on experience, careful observation and the recognition of a universal habit of humanity—the "picture habit."

Some place in the medulla oblongata of every man there is a cluster of brain cells that brings him to a dead halt every time his eyes encounter a picture. The brain cries: "What? Why? What is it?" and the man is incapable of stirring hand or foot until the questions are answered.

Watch a hurried business man glance through a magazine. He is too busy to read any article in its entirety. He flips over page after page of solid type, with forefinger dampened to facilitate speed, until he strikes an illustration. Then the "picture habit" cries "Halt!" And he halts. He scans the picture. He reads the line under it. It doesn't fully explain. He runs hurriedly through the article in search of the quoted sentence under the picture, in hopes of finding a brief but fuller explanation. He finds the sentence—reads it—reads a paragraph—two paragraphs—three. The man's forefinger gets dry, he forgets his hurry, and, in slang, "he's stuck." He ends by reading the entire article.

You've done it. I've done it. Everybody's done it. It's the irrepressible "picture habit."

It's a habit easily explained. It is ground into the fibers of every human's brain in childhood. Take your baby's first book. What do you encounter first? A picture. Baby knows what a cat is. Here you find a picture of "kitty," and under it a line—"C-a-t—Cat."

There's the "picture habit" for you—right at the first mental plunge.

And still you haven't struck the bed-rock of the habit. It goes further back than babyhood. It's bred in the brain of the entire race. It was there before there was an alphabet—it was the alphabet. The first writing was picture writing. The first alphabets were picture alphabets—those of the Egyptians and Phœnicians.

Of all the mental habits of humanity I do not suppose there is a more inveterate one than the "picture habit." Just watch yourself some day. You have finished cutting the leaves of a magazine and are taking a careless trot through the advertising pages before getting down to the serious business of reading. You flip over page after page, catching maybe only a confused blur of type until you strike an illustrated page and—stop. You may be going so fast that you get by two or three pages before the impression strikes that cluster of brain cells. But it gets there, and not only stops but reverses you, and makes you turn back the two or three pages, look at the illustration, and read all or part of the ad, according to whether it is well or badly written, or upon an article that does or does not interest you.

That's the "picture habit." A steam engine couldn't do more.

I don't believe in leaving a force like that out of an ad. If a picture in my ad will bring a man to a standstill, buttonhole him and hold on to him until he hears what my ad has to say—why, I want a picture in my ad. And that's exactly what my experience shows me that a picture—the right kind of a picture—will do.

Speaking of the right kind of a picture reminds me that there are illustrations and "nillustrations." Almost any kind of a picture will stop a man, but only an illustration "illustrates." English advertisers are satisfied with any pretty or striking pict-

ure that will make a man stop and read. I believe in going a step further and having the picture, if possible, show the article advertised. "Seeing's believing."

The value of an illustration in an ad is pretty well understood nowadays by city advertisers. It is in the minor cities and towns that it doesn't appear to be appreciated. If anything, the picture ad should be more indispensable to the country than to the city advertiser. The city newspaper has innumerable fonts of display type, enabling the merchant to have his ad displayed so unique and striking that an illustration may be dispensed with. With the newspaper of smaller places it is different. It has only a very few fonts of the most commonplace display type. The small city advertiser has but little show to have his ad strikingly displayed. That's why an illustration comes in especially strong for the small city merchant. It takes the place of striking display and buttonholes the reader.

What I have said about newspaper ads applies equally well to booklets, circulars, catalogues, postal cards and posters of all kinds.

The "poster-craze" is simply a development of the "picture habit"—an illustration of its tremendous hold upon the mentality of humanity. It is the result of the "picture habit"—when emphasized by an artistic education

When you advertise don't forget the "picture habit."—*Billboard Advertising, Cincinnati.*

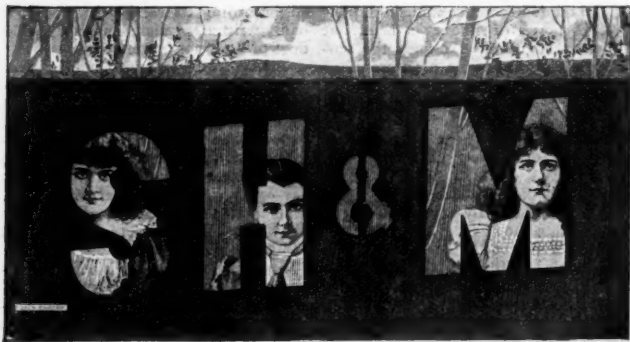
PECULIAR TO US.

The country paper is a journalistic growth peculiar to the United States. Elsewhere it does not flourish. In England the papers printed in the provincial towns are mainly agricultural, literary or class publications. Outside these two nations there are practically no country papers. But in America a hamlet of three hundred inhabitants is incomplete without its rural journal. The increase of these newspapers has been far in excess of the population. There are no indications of diminution.—*Missouri Editor, Columbus, Mo.*

DON'T SCOLD.

Never permit yourself, in advertising, to give way to the very natural inclination to compare your goods to those of your competitors. You may have a better stock, and your store and your business methods may be better, but don't talk it in your ads. It looks as if you were jealous, or were losing ground, or something of that sort. The best way is to go ahead and tell all about your goods, just as if you weren't aware of the fact that there was a competing store.—*Brains.*

Billboard Advertising for December is one of the best numbers of that paper that has yet appeared. No advertiser who does any outdoor advertising can afford to dispense with this excellent publication. It is published at Cincinnati and costs ten cents a number, one dollar a year.



A REDUCED reproduction of an attractive street car card, the work of Gibbs & Wagstaff, advertisement writers and designers, of New York City.

Why ❁ ❁ ❁ ❁
ADVERTISERS
❁ ❁ ❁ ❁ Use

THE SUN

BECAUSE it is the paper which
is most widely and most thor-
oughly read. ❁ ❁ ❁ ❁ ❁ ❁



BECAUSE its every utterance
carries weight and conviction. ❁



BECAUSE it is the best paper
printed anywhere — its every
issue is a CHRISTMAS number.

INDUCEMENTS TO BUY.

By John Chester.

Different stores have different methods of attracting custom as an auxiliary to their regular newspaper advertising. In the large department stores it is sometimes the practice to engage some novelty or exhibition, which has the merit of attracting crowds, the idea being that from the unusual concourse of people a certain proportion of buyers will be secured. In the metropolis the large department stores have exhibited famous pictures and statues, also new inventions—such as the "X" rays—and have generally drawn interested crowds to see the free show, for of course no charge is made. But I have always questioned whether the game is worth the candle, whether the extra sales are sufficient to pay the cost of such exhibitions, for the hiring of the show is often a very expensive item, and it is charged, of course, to advertising.

At the "Berlin," a large Brooklyn department store, I saw, the other day, a very remarkable exhibition, or illusion, which was shown every ten minutes during the day. The "show" was called "King Pharaoh's Daughter," and it was said to be an "electrical manifestation." Certainly it was a very wonderful performance, and consisted of the transformation, in front of the whole audience, of a marble statue into a living woman. At the pressure of a button the snow-white marble began to lose its chalky hue, gradually the natural colors came into the cheeks, eyes, hair and drapery, and the living woman's head and eyes moved in a perfectly natural way. The flowers she carried in her hands also assumed their natural colors, and, after about one minute, all went back in hues and rigidity to the original marble, changing as gradually as in the first instance.

This exhibition drew very large crowds, but they were composed mostly of the juvenile element. I did not notice many of the adults making purchases, and the thought occurred to me that this was one of those numerous cases where vast crowds do not represent much business. Nevertheless, I was assured by one of the employees that the exhibition cost \$350 for a ten-days' show!

To make anything by the deal, therefore, the dry goods people had to make an extra profit of more than \$35

per day on their extra sales, but, from my own personal observations, I do not think that there were many extra sales. And again, logically speaking, I don't see why there should have been.

While in that store I had two ideas. One was that the performance was an excellent one. The other was that if the performance had been ten times as excellent it would not have tempted me into buying anything in the store on the strength of the performance, which had really "nothing to do with the case." I have always had a suspicion of that kind of an inducement to buy. I cannot get away from the fixed opinion that purchasers had to pay that \$350, and that, either in added price or decreased value, they were "assessed" to make up the expense.

Precisely the same rule holds good with your grocer's inducements. With a pound of tea he offers you a teapot or a fancy cream pitcher, and you may rest well assured that the cost of the gift is paid for by you, not the grocer. Stores that sell goods on their merits alone, without any other inducement to buy, except reasonable price, are the stores that make the biggest and most permanent success. Gift enterprises are to catch the unwary—not the wise. Due reflection should convince common sense people that dealers have a good reason for offering inducements, and that it is better to have good quality without any gift than poor quality with gaudy but cheap presents.

From an advertising standpoint, I believe that the merchant, great or small, who offers and gives nothing but good qualities at fair prices is far surer of success than the storekeeper who offers these false inducements to buy, and deceives both the public and himself.

THE VICTIMS OF ONE INSERTION.

The road to advertising success is over prostrate forms of thousands who have spent millions in small sums in vain. The victims of "one insertion" must be by far the largest number. Unfortunately they think they have been advertisers and blame advertising as a failure. They tell their experience and dissuade others from trying to advertise. The success of the successful is the best proof that advertising of the right sort does pay.—*Advertising, Cincinnati.*

GROWTH OF THE OREGONIAN



OREGONIAN BUILDING IN 1853.



OREGONIAN BUILDING IN 1896.

PORTLAND

Is the Commercial
Metropolis and
Clearing House of
the Pacific North-
west.

Editorial, The Oregonian, October 13, 1896:
Portland is again one of only five cities to show
an increase in its weekly statement of bank
clearances. Its amount is getting to be consid-
erable—\$1,642,952—and this week is exceeded by
that of only one city. Last week its clearings
were greater than those of Seattle, Tacoma and
Spokane combined.

ITS FIELD

| | Population |
|---|------------------|
| PORTLAND (Official) . . . | 81,342 |
| PORTLAND'S SUBURBS . . . | 17,800 |
| STATE, OUTSIDE OF PORTLAND (APPROX.) . . . | 275,000 |
| WASHINGTON | 375,000 |
| IDAHO | 100,000 |
| WESTERN MONTANA . . . | 90,000 |
| BRITISH COLUMBIA . . . | 100,000 |
| TOTAL | 1,039,142 |

E. G. JONES,

IN CHARGE OF ADVERTISING.



The S.C. Beckwith Special Agency,

Sole Eastern Agents,

Tribune Building,
New York.

The Rookery,
Chicago.

Printers' Ink Coupons in Exchange for Advertising.

Any publisher in the United States or Canada who has use for a certain number of *Printers' Ink* subscription coupons is at liberty to insert the 2½-inch advertisement printed below for one year at his regular yearly rates, and *Printers' Ink* coupons in payment will be sent to him as soon as his bill is received and the Ripans Chemical Co. report the first copy of his paper with advertisement duly in-

serted. A copy of a *Printers' Ink* coupon, showing conditions, is printed herewith.

It is a condition of the agreement that the paper shall be mailed regularly to the Ripans Chemical Co., No. 10 Spruce Street, New York, during the entire year that the advertisement appears.

Address all correspondence to PETER DOUGAN, Manager Printers' Ink Advertising Bureau, 10 Spruce St., New York.

R.I.P.A.N.S

Packed Without Glass.
TEN FOR FIVE CENTS.

This special form of Ripans Tablets is prepared from the original prescription, but more economically put up for the purpose of meeting the universal modern demand for a low price.

DIRECTIONS.—Take one at meal or bed time or whenever you feel poorly. Swallow it whole, with or without a mouthful of water.

They cure all stomach troubles; banish pain; induce sleep; prolong life. An invaluable tonic. Best Spring Medicine. No matter what's the matter, one will do you good. One gives relief—a cure will result if directions are followed.

The five-cent packages are not yet to be had of all dealers, although it is probable that almost any druggist will obtain a supply when requested by a customer to do so; but in any case a single carton, containing ten tablets, will be sent, postage paid, to any address for five cents in stamps, forwarded to the Ripans Chemical Co., No. 10 Spruce St., New York. Until the goods are thoroughly introduced to the trade, agents and peddlers will be supplied at a price which will allow them a fair margin of profit, viz.: 1 dozen cartons for 40 cents—by mail 45 cents. 13 dozen (144 cartons) for \$4.35—by mail \$4.50. 5 gross (720 cartons) for \$20.50. 25 gross (3,000 cartons) for \$100. Cash with the order in every case, and freight or express charges at the buyer's cost.

Copy of Coupon Showing Conditions.

Good to Bearer for Five Dollars

Payable, if presented any time during the nineteenth century, by a year's subscription to

PRINTERS' INK,

A Journal for Advertisers.

To be sent to the name and address written on the back of this coupon.

Void if not presented at the office of PRINTERS' INK, No. 10 Spruce St., New York, before January 1st, 1901.

NOTE: An all-metal electrotype of the R-I-P-A-N-S advertisement will be sent if wanted.

YOU

Should Subscribe for

Printers' Ink

"The Little Schoolmaster in the
Art of Advertising."

PRINTERS' INK is a weekly journal which aims to reflect the current thought and indicates the tendencies in the art, science and business of advertising. Its publishers spare no trouble or expense in securing articles from and interviews with the ablest and most experienced and successful advertisers and advertising men of the country. It is recognized as the advertisers' organ, and it is employed by them in the interchange and discussion of ideas and suggestions which may further the interests of advertisers.

PRINTERS' INK aims to supply hints and information interesting and useful to both large and small advertisers. Advertisements deemed worthy of it are from time to time reproduced in its columns and their good and bad points intelligently discussed. The methods of successful advertisers are described and comparisons made of the various results they obtain. Even the oldest and most experienced advertisers secure many valuable suggestions and ideas from a perusal of the articles by the many bright writers who contribute to its pages.

PRINTERS' INK believes that the most profitable form of advertising is that accomplished through the medium of the press, but it nevertheless publishes much interesting matter in regard to other methods of publicity.

PRINTERS' INK is not noted for its bulkiness, its limited size being its special feature, but, like some small advertisements, its value is not diminished thereby. Its readers are not under the necessity of searching through a quantity of chaff in order to find a grain of wheat.

PRINTERS' INK relies for support on the subscriptions of advertisers and the advertising patronage of newspaper publishers. It includes among its subscribers the names of practically all the leading advertisers in the United States, and it is the recognized medium through which newspaper publishers may make known the merits of their own mediums to the advertisers of the country.

The subscription price of PRINTERS' INK is \$5 a year, but for \$10 in advance a subscription receipt is given to the end of the century, Jan. 1, 1901. All orders should be addressed to

PRINTERS' INK, 10 Spruce St., New York.

Never in the history of journalism in this or any other country has there been such a phenomenal growth as that attained by **The Chicago Dispatch**.

It has broken all records of newspaper building in this or any other country, and to-day has a larger circulation than all other Afternoon Papers of Chicago combined (save one). In ninety days its circulation increased from 67,000 to over 197,000 daily, which included an increase in Cities and towns outside of Chicago of from 5,000 to over 40,000 copies daily. If you have watched the paper you can easily understand this wonderful showing. If not the solution will doubtless be interesting to you.

advocate the cause of the champion of the Classes, advocate measures that in the greatest number had the convictions, tortures, hypocrisy and de fraud and vice in might assume. It news without fear same consideration kempt hovel as to the splendor of palace. and deceit of capital of American labor and It bore the banner waged such a glorious battle for the restoration of the money of the constitution and although the fight was lost at the polls on election day it has planted that banner firmly in the face of the enemy, refusing to retreat but waiting only for the leaders to bring the army up to the banner, in 1900.

These facts, supplemented with a full and complete news service, a competent corps of editorial and special writers, excellent artists and thorough circulators tell the story of the marvelous growth and high standing of **The Chicago Dispatch**.

To JUDICIOUS ADVERTISERS it offers the most complete and efficient service, at the most reasonable rates. There is plenty of money in Chicago. You can get a share of it if you go about it right. Send for advertising rates.

Eastern Office

577 Temple Court, New York

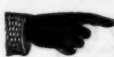
THE DISPATCH

115-117 FIFTH AVENUE

CHICAGO



UNACCEPTED!



The following simple and direct circulation challenge was printed conspicuously on the first page of the Boston Post on Dec. 2, 3 and 4, 1896. It was open for three days. It was not accepted. The offer was reiterated on Dec. 7. Again it was not accepted.

The Boston Post would be pleased to thoroughly substantiate the statements here made to the entire satisfaction of any advertiser.

(From THE BOSTON POST.)

A CHALLENGE TO THE Boston Globe or Boston Herald or Globe and Herald combined.

THE POST'S STATEMENT.

In the great metropolitan district (population about 750,000), including the cities of Boston, Cambridge, Somerville, Malden, Everett and Chelsea and Brookline, there are sold every week-day morning:

1. More than twice as many Posts as Globes.
2. More than twice as many Posts as Heralds.
3. Thousands more Posts than Heralds and Globes combined.

\$1,000 TO BACK IT UP!

The Post will give \$1,000 to Boston's Associated Charities if any one of the above statements can be proven untrue. Globe or Herald, or both accepting this challenge, to do likewise if said statements are not proven untrue.

HOW TO SETTLE IT.

Nobody's books to be taken as evidence. Go to those who sell the papers. Hire an expert accountant of high character and standing. Let him canvass as thoroughly as possible by his subordinates the actual morning sales of the thousand or more newsdealers, carriers and newsboys in the metropolitan district. Let the canvassers swear to their reports. It is simple. The whole thing can be done in a week. Whichever paper loses to pay the entire expenses of the accountant. This plan will be absolutely fair to everybody. Or, if this plan does not suit, propose one to suit yourselves, gentlemen, in case you accept this direct and simple challenge.

HAS THE GLOBE ANY "SAND"?

HAS THE HERALD ANY "SAND"?

If they have, let one or both accept this challenge. The Globe claims a high-water mark of 640,250, and a November daily average of 204,376; the Herald a high-water mark of 648,152. Now the Post states its November daily average to be only 105,379 copies. But, strange to say, this is thousands in excess of the total morning sales of either of them, taking all New England as the field. In the metropolitan district, where the great bulk of retail buyers reside, the Post sells every week-day morning, as the challenge states, more than twice as many copies as either. And we back it up.

COME AND TEST IT:



MOSES & HELM
111 Nassau Street
NEW YORK

C. Dan Helm
Business Artist
Bert M. Moses
Business Writer

Oct. 28, 1896.

Messrs. Geo. P. Rowell & Co.,

10 Spruce Street, New York,

Gentlemen:--

We want to tell you about the results we obtained from our full-page advertisement in Printers' Ink of Oct. 14, which cost us \$100. That was the first announcement of the formation of our partnership, and we advertised in no other publication. The business mentioned below must of necessity be traced to it. The actual orders we received through that page advertisement were as follows:

| | |
|---|----------|
| Formulating an advertising campaign for a District of Columbia professional men | \$ 25.00 |
| Series of six illustrated postal cards for a popular New York Magazine | 50.00 |
| Booklet for a New York State publication | 18.50 |
| Two wash drawings, New York City | 40.00 |
| Drawing for a California concern | 25.00 |
| Drawing for a Connecticut concern | 6.00 |
| Four illustrated medical advertisements, New York City | 30.00 |
| Six retail advertisements, Washington, D. C. | 12.00 |
| One illustrated advertisement and one illustrated postal card, New York State (there is a likelihood of our securing an order for eleven more postal cards) | 16.35 |

\$222.83

In addition to this we are in correspondence with prospective clients from whom we believe we will secure orders amounting to over \$100 more. This has been accomplished in the face of the fact that the whole world of business was waiting to see what the result would be when the votes were counted.

We have not had time to hear from England and other foreign countries. We would not be surprised to get considerable business from over the ocean. Best of all, the whole advertising world knows there is such a concern as Moses & Helm.


We have not been so well repaid through the advertisements we have been running in the classified department of your publication. It seems as though your readers skipped them. Just why this should be so we do not know. All we know is that it is so.

We shall want more large advertisements in Printers' Ink.

Yours truly,

Moses & Helm.

"We did all this!"



TRUTH'S PUNKY AD-WRITER

Punk is that dry stuff that fires patriotism and Chinese-crackers every 4th July. The other 364 days of the year it lays in chests and thinks. Punk is said to be made of rotten things.

(See "The Century Dictionary and Cyclopedia.")

This is the sixth page "Printers' Ink" has published about "TRUTH."

We've yet to receive our first reply.

"TRUTH'S" all right, and of course "Printers' Ink" is.

It's our punky ad-writer — perhaps.
Merrie Christmas.

50 CENTS
A LINE.

TRUTH

203 Broadway.

Dr. Pierce says

Penny papers have caused an increased circulation and that the papers are sold at a considerable loss, which loss is paid for by advertising. In the case of

Boyce's -Big- Weeklies

it's different. The first three years we took no ads. We make a profit on the actual sale of our papers. Our proved circulation is

500,000

Copies weekly. \$1.60 per agate line per issue. No discount.

W. D. BOYCE CO.

115 Fifth Avenue.

Chicago.

ADVERTISING POND'S EXTRACT.

AN INTERVIEW WITH MR. F. D. HURTT,
VICE-PRESIDENT OF THE COMPANY.

One of the best known remedies now in the market and in use is "Pond's Extract." It is about fifty years since Theron T. Pond originated his extract, which is said to be as generally used throughout the United States as any other one proprietary medicine. Last week I called at the office of the company on Fifth avenue, New York City. Mr. F. D. Hurtt, the vice-president of the company, has charge of its advertising, and he kindly consented to tell me something about it. In reply to my question, "Was the company do-

the time. Your business will determine about how much advertising is necessary to keep it. Thus, the business may need more advertising this week than next week, or it may need more in the month of November than in June."

"Then there has been no evenness in the amount of your advertising?"

"No, it has varied, according to what we thought was needed for the business. For certain reasons we did not use last spring as much space as we expected, and we are using it up now."

"Who places your advertising?"

"We place most of it ourselves."

"Is there any advantage in that?"

WHY USE

POND'S EXTRACT OINTMENT
IS UNEQUALED FOR PILES.

Pond's Extract

Why not something else? Because

DR. J. J. THOMAS says: "It is incomparably superior to any extract of Hamamelis I have ever used."

DR. O. G. RANDALL says: "Nothing can equal Pond's Extract. I have tested others, and yours is four times as strong as the best."

DR. J. C. MITCHELL says: "Pond's Extract of Hamamelis Virginica is the only reliable article I have found."

DR. H. K. WEILER says: "The difference between Pond's Extract and so-called Witch Hazel is the difference between a cent and a dollar."

DR. H. F. MERRILL says: "It is far superior to any I have used in strength and purity."

DR. R. J. HARRISON says: "I have never found any extract equal to Pond's."

DR. POWELL says: "Hereafter I shall use no other than Pond's Extract."

And numerous others of similar purport.

And that's why.

POND'S EXTRACT CO.,
76 Fifth Avenue, New York.

ing as much advertising as ever?" Mr. Hurtt said:

"Yes; we are doing more. This year our contracts with papers for space were fifty per cent greater than last year."

"Then you were not afraid of the dull times?"

"No; you must advertise to keep your business as well as to make it. Every advertiser has to deal with the problem, when and where to get the best returns."

"Of course you don't go on the theory that your business needs more advertising during a dull season than in a brisk season?"

"Not at all; but the business should have a fair amount of advertising all

"Sometimes there is."

"Who prepares your advertising?"

"Some of it is prepared by me and some by Mr. Stanley, who is connected with the company."

"What is your method of the preparation of an ad?"

"I can't say that I have any."

"Of course you are influenced by reading other advertisements?"

"Yes; I can get good points from the efforts of the expert adwriters, but I have never tried to imitate their style. Their chief aim seems to be to have a catchy head-line, but an advertisement of Pond's Extract needs something more than that."

As many of the advertisements seemed to me to be faulty in typo-

graphical display, I asked Mr. Hurtt if he was posted on the different kinds of types and their arrangement.

"Only in a general way, and I leave that largely to the printer," he replied, bringing out some specimens.

Mr. Hurtt showed me a number of specimens of the company's advertising. Some of the recent ads show an improvement.

"What mediums do you use?"

"Some of the magazines, a few of the weeklies and many daily papers."

"Do you use the popular, low-priced magazines?"

"Not to any extent. We have used some of the monthlies, such as *Outing*, the readers of which, being interested in outdoor sports and exercise, are likely to find the extract valuable. We have also used some of the household papers, as Pond's Extract should be kept in the family."

"Do you use any of the trade publications?"

"No; the business is done with the large jobbers and dealers."

"Of course you do considerable supplementary advertising?"

"We distribute thousands of booklets, 'readers,' circulars, blotters, and so forth, every year."

"What have you made the feature of these readers?"

"We think there is no better kind of an advertisement than the indorsements which we constantly receive. These come from men and women in almost every walk of life. Of course we lay stress upon the testimonials from well-known physicians, eminent clergymen, prominent politicians and other noted people. They carry a

great deal of weight, for when such people indorse a remedy there must be something in it."

"What, in a general way, has been the result of your advertising methods?"

"There is no doubt that the business has been strengthened and increased. Just how much is due to the advertising I cannot say, because I do not know. It is always a matter of speculation when you cannot trace definitely the returns."

"Your idea in advertising is—"

"To have Pond's Extract," interrupted Mr. Hurtt, "always before the public eye and in peoples' minds, so that when they need it they will ask for it. Our success has led to many imitators. The base of Pond's Extract is *Hamamelis Virginica*, sometimes called witch hazel, but our remedy is something more than that."

"However, very often when customers go into a drug store and ask for Pond's Extract, they are invited to take witch hazel, or something else put up by the druggist, who claims it to be 'just as good,' and cheaper."

"Then you have to meet the common argument of 'just as good'?"

"Yes, and one point in our advertising is to have people demand Pond's Extract, and not take anything else. To the druggist we say that the best policy is to sell to the customer what he wants. If he does not get something 'just as good' as Pond's Extract, he will be dissatisfied, and you may lose his custom. Therefore, it is for the interest of the druggist to keep what customers want and sell what they ask for."

JOHN LEE.

HE BOUGHT IT!

BUSY MAN (angrily),—"Get out! I can't find words to express my dislike of book agents."

BOOK AGENT (with enthusiasm),—"How lucky! I have just the book you need,—301,865 words,—175,000 more than Webster's or Worcester's. It is the new

FUNK & WAGNALLS

STANDARD DICTIONARY."

A REDUCED reproduction of a colored card used in New York cars.

THE ONE PAPER

indispensable to advertisers in Southern Alabama, Mississippi and Western Florida is the

MOBILE REGISTER

It is one of the oldest and best known papers of the South, and has a standing and circulation in its field that no other paper even approaches.

Mobile ranks third in the United States as a cotton market and has a large domestic and foreign commerce.

Vessels of 25 foot draught lie at its wharves at low water and load direct from the five railroads which bring the coal and iron products of Alabama to this port.

These things keep Mobile's 35,000 people well employed and make advertising in the MOBILE REGISTER profitable.

J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

31-32 Tribune Bldg., New York. 1320 Masonic Temple, Chicago.

The Cincinnati Commercial Tribune

goes into more than twice as many homes in the Ohio Valley as any other morning newspaper published in Cincinnati. It is read by thousands of families who receive no other newspaper.

The local merchants of Cincinnati regard it as the

FAVORITE FAMILY PAPER OF OHIO

and the best advertising medium for trade in family supplies. If you want the household trade of this section use its advertising columns.

Sample copies, advertising rates or other information on request.

J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

Tribune Building, New York.

1320 Masonic Temple, Chicago.

THE MODERN BAZAAR.

In the world of business there is no more remarkable phenomenon than the present-day return, under modern form, to the antique and primitive bazaar. When one visits the huge retail establishments that have latterly grown up in our great cities there seems little to suggest that it is but the avatar, as it were, of the earliest type of trading establishments, yet one has only to read of the enormous bazaars that even to this day survive among more primitive peoples—the largest in the world, we believe, is to be found in Kano, in Central Africa—to discover in these unorganized and intergeneric collections of traders the archetype of the department store of to-day—the central market where one may go and buy everything. The retail shops, and later the larger individual stores, which have grown up with modern industry, represent a division of labor, of interest and of stock that is clumsy and needlessly expensive. It required only the organizing brain of some Napoleon of trade, like the late A. T. Stewart, or Marshall Field, to detect this fact and substitute the huge bazaar for the artificially differentiated shop. The bazaar meant an economy of space and rent, an economy of time to the buyer, and economy of interest charges to the seller from the quick sales and quickly realized profits that came with the huge crowd of shoppers which the bazaar inevitably drew. No more striking tribute to the executive and mercantile genius of Stewart could possibly have been paid than the steady rise of other department stores of like magnitude, and, finally, the engulfment of the magnificent establishment which he founded in the competition created by those who followed the example that he set. Its great helmsman gone, the Stewart store went down steadily, to final disaster, and it is a curious commentary that its *coup de grace* should have been given by a trio of Western merchants who had come to New York to open what is undoubtedly the greatest retail store in the world. There is yet further irony in the fact that the Stewart store has now passed into the hands of John Wanamaker, who rose to fame and fortune through following the example of New York's dry goods prince. There is little doubt that in opening

his New York store Wanamaker will duplicate, and more than duplicate, the wonderful establishment he has built up in Philadelphia. With this new store and that of Siegel & Cooper to set the pace, the shoppers of the metropolis are likely to have placed before them such a bewildering variety of bargains as has never yet been seen. More than ever will the small shopkeeper be driven to the wall before the steady advance of these great trusts of retail trade.—*Review of Reviews.*

THE FUNDAMENTAL MEDIUM.

The one fundamental, indispensable, recognized medium of advertising is the daily newspaper, and all else to be of any use must be used in conjunction with the regular advertisement in the regular newspaper. Nine hundred and ninety-nine successful advertisers out of 1,000 place from one-half to two-thirds of their advertising and printing appropriation into local newspaper space, and the fact that they do so, coupled with the fact that they are successful, seems to indicate that local newspaper advertising is far above all other kinds.—*N. C. Fowler, Jr.*

Yours for Health

The
Salt River Valley
of Arizona
and the various
health resorts in
New Mexico

are unrivalled for the cure of chronic lung and throat diseases. Pure, dry air; an equable temperature; the right altitude; constant sunshine.

Descriptive pamphlets, issued by Passenger Department of Santa Fe Route, contain such complete information relative to these regions as invalids need.

The items of altitude, temperature, humidity, hot springs, sanatoriums, cost of living, medical attendance, social advantages, etc., are concisely treated.

Physicians are respectfully asked to place this literature in the hands of patients who seek a change of climate.

Address, **G. T. NICHOLSON,**
CHICAGO.

G. T. & T. S. F. R.

A RAILROAD advertisement that is not in stereotyped form.

THE RICHMOND DISPATCH

is the leading paper of the Virginias and Carolinas as regards ability, influence and circulation and *has many more readers than all other daily papers published in Richmond.*

No matter of an objectionable character is allowed in its editorial, reportorial or advertising columns, hence it possesses the absolute confidence of its readers.

That advertising in it pays is attested by its use year after year by the largest and shrewdest general advertisers of the United States even when they use no other paper in its section.

J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

31-32 Tribune Bldg., New York. 1320 Masonic Temple, Chicago.

AN EXPENSIVE EXPLANATION.

There is a story that Louis Urmey, the advertising manager of the De Laval Separator Company, tells some of his intimate friends.

A short time ago a Chicago "special" came to Gotham, and, after a short, sharp chase, captured a contract. But there were certain terms and conditions, as the ad was to occupy a certain place in the Christmas edition, then ready to go to press.

The Chicago man told Louis of his difficulty, and wondered how he could arrange it in time.

"Why don't you telegraph?" suggested Louis.

"I would, if it did not require so much explanation."

"Why don't you telephone?"

"I guess I will." So the special called up his Chicago office, and for a number of minutes he held the 'phone.

When he had finished his explanation, he inquired of the pretty girl, "How much?"

"Nine dollars, please," quietly replied the girl.

Then there was a deadly pause, followed by the utter collapse of the Chicago man.

Later on, when he had fully recovered his senses in Urmey's office, he figured that, as his commission on the contract was about seven dollars, he was only out two dollars on the explanation.

A POST OF GREAT TEMPTATION.

The post of an advertising manager is one of great temptation. An army of the smoothest and most earnest talkers to be found anywhere is continually besieging every large firm's advertising department. If by any possible array of arguments a man can be convinced that two and two make five, or that black is white, his days as an advertising manager are numbered, for he can with ease fritter away money faster than any business can earn it. The number of nice, plausible-looking plans that he must keep strictly out of runs into the hundreds every year, and the number of advertising mediums that for one reason or another he must pass by mounts into the thousands. — *Mr. Jefferson, Advertising Manager of Lyon & Healy, Chicago.*

ADVERTISE that thing which you can offer to best advantage.

HOW PROFITS ARE MADE.

A large portion of the community holds the opinion that rich men acquire their fortunes by charging an exorbitant profit for their goods. This is a mistake. Profits are made in two ways: by economy of production and by a profit on the sale. Economy of production does not mean that low wages are paid for labor, but it means that a sharp lookout has been kept against waste; there has been economy of shipment, economy of service in the traveling field, economy and good judgment in the purchase of supplies; these are the factors that, carefully watched, mean a profit to the maker of the goods, without any trespass being made on good wages. Then in the sale of goods only a small profit is charged. Competition is too sharp to permit of any other practice. The surplus is not made up from a large profit on a few articles sold, but from a small profit on many articles sold. The consumer is seldom wronged in the matter of profit on merchandise of any class. The dealer who sells 10,000 articles at a profit of 10 cents each has made more money than the dealer who sold 3,000 articles at a profit of 25 cents each. — *Minneapolis Com. Bulletin.*

TOO BIG TO ADVERTISE.

When a concern is in the heyday of its prosperity, when business is good and competition is not felt, it is no unusual thing for the advertising solicitor to be informed that the concern is so well known and its business already so extensive that advertising is a useless expenditure of money. We have known a number to argue in this way. In almost every instance where this has happened we have seen younger competitors, by judicious advertising and push, pass them in the race for business. Then these concerns that were too well known to advertise would awaken to the situation and their advertisements would again appear; but while they were sleeping their wide-awake competitors must necessarily have made inroads into their business, which, with fair treatment and business like methods, they will hold. Let the largest house in any line stop advertising, and note in what incredibly short space of time a larger business will be built up by somebody who works while they sleep. Are you sleeping? — *The Wheel.*

Cincinnati Commercial Tribune.

The leading Republican daily and the favorite family newspaper of the Ohio Valley. Has on week days double the circulation of any other Cincinnati morning paper and much more than any other morning daily of the Central West published outside of Chicago or St. Louis.

Pittsburg Commercial Gazette.

Daily Average Paid Circulation during November, 1896, 38,441.

The oldest Republican daily published west of the Alleghenies. Has the largest subscription list of any paper in its section.

St. Paul Dispatch.

Daily Sworn Average Circulation for October, 1896, 36,290.

Has over 6,000 more daily circulation than all other St. Paul dailies combined, and more than 21,000 in excess of any of them. Is the leading family daily of the Northwest.

Lincoln (Neb.) State Journal.

Daily Circulation from 13,500 to 17,000. Semi-Weekly over 30,000.

The most widely circulated and influential newspaper in its State. Best advertising medium for trade in Nebraska and Northern Kansas.

Denver Evening Post.

Colorado's most popular newspaper, and most highly valued by local advertisers who trace direct results.

Richmond (Va.) Dispatch.

The leading paper of its city, county, State and section in respect to both circulation and influence.

New Orleans Daily Item.

Bright, newsy and popular. Has the largest daily circulation of any paper in New Orleans.

General advertisers when making up their lists should not omit any of these papers nor allow others of less comparative value to be substituted. Sample copies, advertising rates or other information cheerfully furnished.

J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

31-32 Tribune Bldg., New York.

1320 Masonic Temple, Chicago.

THE MAIL ORDER DEPARTMENT.

Among those best calculated to make a success of the mail order business are department stores, jewelers, music stores, milliners, sporting goods dealers, cigar stores and cutlery houses, though there is scarcely a line of goods that cannot be handled in this way.

The first requisite to success is a competent head to your mail order department. If your business will not justify your hiring an experienced man for this work exclusively, take your brightest young man and put him in charge. Give him time to study and plan, and hold him responsible for results.

The second requisite is a practical plan for mail order advertising. The right sort of ads in the right class of papers. This is a good place to "be sure you are right," too, for the average local advertising manager has no more idea than an oyster on this score. The best way, unless you wish to pay dearly for your experience, is to consult a reliable advertising agency.

The third requisite is a catalogue adapted to mail order business. The ordinary trade catalogue might almost as well be printed in Greek, for all the good it will do in mail order work. Descriptions which are perfectly intelligible to a tradesman are usually as clear as mud to the general public. The mail order catalogue need not be so expensively gotten up as the one for the trade, but it should be freely embellished with cuts, and the descriptive text should be very full and complete. A good plan is to get catalogues from successful mail order houses. Don't copy them, but study them carefully for pointers and then work out your own ideas in your own way.

Many houses object to doing a mail order business on account of their jobbing trade. They fear that dealers will get down on them for selling goods direct. In such cases the mail order department should be run under a different name.

Usually the best way is to advertise some small specialty at a nominal price and let each order filled carry a copy of your mail order catalogue.

In this way you get out your literature at very slight expense, and after all, in most lines, it is the volume of printed matter circulated which eventually yields the greater part of the profit, besides being good seed planted

which will yield results for months and years to come.—*Penny Advertiser.*

POSITION PAYS.

By W. Chandler Stewart.

A journal devoted to the art of properly molding advertising opinion recently made the remark that they "wouldn't pay a solitary cent extra for preferred position in any newspaper"; that "the business an advertisement brings depends upon the advertisement—not the position."

This is all wrong.

It would take years of originality and persistent method to *compel* the public to hunt out your advertisement from a sea of large type and exaggerated display.

A few lines prominently displayed on the first page of a newspaper to the effect that "PRINTERS' INK pays advertisers because it is the leading journal of its class" would attract more attention (so naturally result in more business) than a half-column advertisement snowed under by a dozen more of the same size, or larger.

The modern newspaper reader does not buy a paper in order to read your advertisements; he gets it to read the news; he is going to read the news, and he hasn't much time to do it in, either. If your advertisement is placed in his way, he will, of course, stumble over it.

If it is bright, well set and business-like, he will read it.

If the offer it heralds is of special interest to him, he will remember it.

It is just plain, common sense that the seller of feminine fixings would rather have his advertisement on the society page; that the dealer in bicycles wants to be next to sports, and that the banker prefers to follow the stock quotations, just the same as the man who has a cooking stove to sell likes to be next to the household department.

Of course, position will not make amends for a poorly constructed advertisement, but a well-balanced advertisement in a choice position, published in a newspaper that is conceded a large circulation, is a mighty handy business promoter to have.

ADVERTISING isn't cuteness. It is plain, hard, cold, business sense. A little humor or a little pleasantry isn't a bad thing sometimes, but the main thing is to get the facts forcibly before the people most likely to be interested

NOTES.

The profits of the *London Times* in 1892 were, it appears, \$181,440.

"WASHING and ironing, and going out to day's work, done here," is the advertisement in a Canadian paper.

It is said that the *Evening Wisconsin* contains more book reviews than any other newspaper in the Northwest.

The Chicago *Dispatch* announces that after the first of the coming year it will issue a morning edition to be known as the *Morning Dispatch*.

Music Trades, New York, for December 12th, contains a very interesting interview with the advertising manager of Lyon & Healy, Chicago.

In the recent competition for Monarch Cycle advertising designs, first prize was awarded to Binner Engraving Co., second prize, Elmer C. Jensen, third prize, Oscar Harter, all of Chicago.

Advertising Schemes is the name of a weekly publication issued by the Kendall Printing Co., of Manchester, N. H. It is devoted to "schemes" of an advertising character, and costs ten cents a number or five dollars a year.

The Boston *Herald* says that a comparison of the display advertising carried by the papers of New York and Boston in the issue of Sunday, December 13, shows that the New York *Herald* carried the most, and next to it came the Boston *Herald*.

In Lowell, Mass., a radical improvement in billboards is shown. On Central street, one of the principal streets, a bill-board is situated one story above the ground; all around the edge of it are placed incandescent lights, thus making the advertising on it as readable by night as by day.

A BOOTBLACK named Prof. Joe, on the northwest corner of Fourth avenue and Twenty-ninth street, has this top-lofty announcement printed on one of his chair backs: "World's Fair Champion Gold Medal Shoe Black. Shoes artistically illuminated in any style."

The Detroit *Journal* has just issued a "souvenir" containing the menu and toasts of the banquet given on November 11th by the business men of Detroit to the Detroit newspapers that fought the battle for sound money in Detroit, viz.: the Detroit *Journal*, the Detroit *Free Press*, and the Detroit *Ambod Post*.

A CURIOUS light is thrown on British sport by the following advertisement, which recently appeared in the *Cork Constitution*: "Red Deer—The Carbery Hunt is anxious to dispose of two red deer which they have hunted for past two seasons; must sell, as they know this country too well; no other fault. Apply, Secretary of Hunt, Clonakilty."

THE FAXTON & GALLAGHER Co., of Omaha, Neb., issue a beautiful little booklet on "Origin of the Tea Blossom in Japan," which is a product of Japanese art in story-telling, printing, illustrating and paper making; and, while being a piece of fiction, is designed to advertise the firm's Tea Blossom Japan Tea. It gives an impression of daintiness that cannot but be favorable to the interests of the tea.

If a man can do business he should let it be known.—*Franklin*.

HOW THE CANVASSER SCORED

A good story is told of one of the canvassers of a leading publishing firm in London, says the *Montreal Shareholder*. He found his way into the parlor of a branch bank, and saw the manager, who, as soon as he learned his business, ordered him out. Very quietly he said, "I meet with so many gentlemen in the course of the week that I can afford to meet a snob occasionally," and took his departure. Next day he called at the bank again and wished to open an account. He was again shown in to the manager, and gave very satisfactory reasons for opening the account, and deposited £270. The manager could not do less than apologize for his rudeness on the day preceding, and ordered a copy of the work, an expensive one, and allowed access to the clerks, several of whom did the same. Two days afterward every farthing was drawn out.

LIBERALITY.

The people love liberality when it is genuine. Give to people once in a while a meritorious bargain; something that is as free as air; something in which every one can participate without any conditions. Do not have a string attached to every offer that you make, so that you can jerk it back out of the way. This looks too much as if you are continually fishing for suckers, only waiting to catch those who bite easily. You will find there are many customers who appreciate liberality, and who will talk about it, so that your name will become a household word.—*Dry Goods Chronicle*.

JOURNALISTIC AMENITIES.

From the *Plunkville Bugle*.

"It was not necessary for the editor of our puerile and ridiculous contemporary to announce that 'hard cider is again in our midst.' Any one would know that by reading his editorials."—*Indianapolis Journal*.

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"THE SCIENTIFIC AMERICAN."

AN ADVERTISING POSSIBILITY.

NEW YORK, Dec. 26, 1896.

Editor of PRINTERS' INK:

According to the daily papers one "Joe" Choyanski, erstwhile prize-fighter and all-round slugger, has left the ring, temporarily at least, and has signed a contract with the Siegel-Cooper Company to take charge of a branch of their sporting goods department in their Sixth avenue establishment. The idea originated with Mr. Hogan, the general manager, who thinks that Choyanski's reputation will draw the best class of sporting people in the city to the "big store."

This idea of Mr. Hogan's is truly a brilliant one, and he is too shrewd a man not to work it for all it is worth. It opens up new possibilities in advertising. Who can tell what a galaxy of salesmen he may surround himself with during 1897? Why could he not secure Mr. William Jennings Bryan as foreman in the silverware department? And Gen. Weyler will soon be at liberty—would he not be a likely man to have charge of the butchers' department? Now that electrocution is in vogue in New York State, Mr. Hogan might arrange for the services of the former hangman. He would be a success in the gents' neck-tie department.

Practically there is no end to the appropriate appointments that might be made. When the British government gets through with Oscar Wilde, that æsthetic gentleman might be sent for and installed in, say, the gents' underwear department. If the price were high enough, Li Hung Chang might be tempted to supervise the china counters. McLaughlin, Valentine, Dutton, or some other of the "great robbery syndicate," would, on their discharge from prison, be eligible as cashiers or bookkeepers. Maria Barberi would be quite at home in the cutlery department, and Barbara Aub might be successful at the dress goods counter. Charles Austin Bates could sell books and Theodore Roosevelt would make an admirable superintendent. Just imagine E. Berry Wall in charge of the gents' clothing department and Chauncey M. Depew selling peaches at the fruit stand! Why, Siegel-Cooper's would be the most popular store in town, and once it became known that these illustrious personages were employed there, Mr. Hogan might dispense with newspaper advertising altogether. Really it is a brilliant advertising idea.

JOHN C. GRAHAM.

A BAD BREAK.

NEW YORK, Dec. 24, 1896.

Editor of PRINTERS' INK:

I inclose a portion of a recent Packer's Tar Soap ad. It is unfortunate that the

Packer's Tar Soap

is not only a delightful sham-

writer should have divided the word sham-pooing at the end of the line as he did. I call it a bad break in more senses than one.

JAS. MEANS.

ADVERTISING is like the flying express. You may be sitting still, but your ad is carrying you on to prosperity's goal with lightning-like rapidity. —National Provisioner.

IN LOWELL.

LOWELL, Mass., Dec. 24, 1896.

Editor of PRINTERS' INK:

I have noticed in several barber shops, hotels and drug stores here the Regina Music Box. In the barber shop the proprietor sets it a-going and thus pleasantly beguiles his customers while waiting for the call, "Next."

The Lowell Courier, it is said by people who know, has a high-class circulation. In some cases it has been taken by the same family for three generations, and a look at their books would prove an historical treat, for the Courier was one of the first papers published in Massachusetts, and the earliest settlers of Lowell have their names on the books as subscribers and patrons. There are several firms who advertise in it, saying: "My father made a success of this business nearly fifty years ago and used the Courier, and I, his son, intend to do the same and now use the Courier, too." P. D.

MAKING PRESTIGE.

Some of the methods of the Brooklyn Eagle, by which its prestige is maintained in the "City of Churches," are described by a writer in Push:

"Every Friday afternoon the Eagle management invites a large company of Brooklyn's school children to inspect the establishment. On this occasion some member of the Eagle's business staff acts as guide; and as the children go from one department to another, each one receives a souvenir as, for instance, a piece of matrix, from which the plates of a recent issue of the Eagle have been cast. And when the tour has been completed, the children gather around a feast of ice cream and cake, provided by the management. Is it possible for these children to forget the Eagle? Will they permit their parents to forget it? These methods of advertising are something more than legitimate; they are helpful to the Eagle's constituency, and they have the two-fold result of engendering loyalty to the Eagle on the part of its old readers and the making of new and equally loyal ones."

SPHINX CLUB.

The third dinner of the Sphinx Club was held last week at the Waldorf Hotel. A large number of members were present, all being prominent men in the advertising business. Among the guests of the evening were Chas. A. Dana, of the New York Sun; J. Brisben Walker, of the Cosmopolitan; and Major Richards, of the Indianapolis Sun. The president of the club, Manly M. Gillam, presided, and was aided and abetted in the entertainment by George P. Rowell, the treasurer of the club, and C. A. Bates, the secretary. Among the merriest of the crowd were F. J. Gibson and Artemas Ward. —N. Y. Fourth Estate, Dec. 17, 1896.

OH, WOMAN, LOVELY WOMAN!

Mrs. Newwife—I bought a lovely bottle of medicine to-day, warranted to cure St. Vitus dance. I only paid thirty-six cents for it."

Her Hubby—But neither of us has that disease.

Mrs. Newwife—I know, but it was marked down from fifty cents.

AS TO GEO. P. ROWELL.

Several newspaper men must have learned that puffing Geo. P. Rowell doesn't get them anything. —The Newspaper West, Hiawatha, Kansas, December, 1896.

BLOWING UNDER DIFFICULTIES.

During the performance of an overture recently one of the musicians having a trumpet part to perform played too low, which the leader observing, cried out:

"Louder! louder!"

No attention being paid, he repeated his command so often that at length the indignant German, in an agony of passion and exhaustion, threw down his trumpet, and turning toward the audience, violently exclaimed:

"It is very easy to cry 'Louder! louder!' but were it de vind?"

TOO OFTEN FORGOTTEN.

Don't forget that success is assured by the amount of money made and not by the quantity of goods sold.

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

SPOKESMAN-REVIEW.
Spokane, Wash.

WANTED—Typesetting machine, in good condition. Address Box D, Phillipsburg, N. J.

YOU want type and printing machinery. See ad No. 1 under "For Sale." Just what you want in eighteen cities.

WANTED—Printers to try our half-tones. 1 col., \$1; 3 cols., \$2. **BUCHER ENGRAVING CO.**, Columbus, Ohio.

WANTED—More printing from the class of people willing to pay for the best. **WM. JOHNSTON**, 10 Spruce St., N. Y.

WANTED—A1 advertising man to get up a catalogue for a large catalogue house. Experienced man preferred. State experience and reference. "P.C.A." Printers' Ink.

WANTED—All money expended for advertising in the direction of the Hardware Trade. Save duplication of circulation. **HARDWARE DEALERS' MAGAZINE**, 271 Broadway, N. Y.

ARTIST—A1 letterer, having three years' experience with one of the largest advertising agencies in the country, desires position on New York publication. "J. L." care Printers' Ink.

NEWSPAPER men, lend us your ears for a moment. How about issuing a souvenir historical and industrial edition, thus increasing your circulation and advertising your town and county? We do the work, you share the profits. Write to us. **G. A. MICHELL & CO.**, 434 Main St., Cincinnati.

MANUFACTURERS' broker. Desirable lines of dry goods, notions, cloaks, wrappers, waists, underwear—anything or everything in ladies' ready-made wear—wanted to handle on commission throughout West Virginia and Ohio. **C. S. JACKSON**, Manufacturers' Agent and Broker, Parkersburg, W. Va.

SPACE wanted in wide-awake newspapers. We will exchange "Bump Paste Corn Cure," which sells to the trade at \$10 per gross, put up in neat package and is a big seller, for 4-inch single-column electrotypes, to run one year. Send copy of paper, terms and circulation. **THE KLINE CHEMICAL CO.**, Norristown, Pa.

PUBLISHERS.
An artistic and handsome heading would greatly improve the appearance of your publication, creating the impression that it was successful and being pushed. This would attract advertisers to your columns. Sketch sent on approval. **W. MOSELEY**, 30 Hill St., Elgin, Ill.

LARGE manufacturer of proprietary specialties desires the services of an experienced advertising man. Must be qualified by training and experience for the proper preparation and supervision of all kinds of up-to-date advertising. Good character and education indispensable. In replying give all particulars in confidence, including age, experience, qualifications, expectations, references, etc. Address "PRINCEPS," care Printers' Ink.

WANTED—To buy part or all of established daily newspaper in thriving city of not less than 10,000. Address, with all particulars, **H. C. SILVER**, 316 A. So. Jefferson Ave., St. Louis.

A BUSINESS proposition that is new always meets with favor. We want you to hear ours. If you keep a store or are in business, or want to engage in business, we can interest you. We can show how you can increase your profits, say, each year one to three hundred dollars, according to your location. Some people are surprised to hear how easy it is. They need not be. You make money selling our goods. Why? Because we will do business with only one man in your town. That's all. Write us a line and see what you think of it. **PATENT GOODS COMPANY**, Manchester, N. H.

BILLPOSTING AND DISTRIBUTING.

HOWLAND ADVERTISING SIGN CO., Rome, N. Y. Roadside advertising a specialty.

ILLUSTRATORS AND ILLUSTRATIONS.

BEAUTIFUL illustrations and initials, 4c. sq. inch. Handsome catalogue 10c. **AMERICAN ILLUSTRATING CO.**, Newark, N. J.

PRESS CLIPPINGS.

MANHATTAN PRESS CLIPPING BUREAU, No. 2 West 14th St., N. Y. Press clippings for trade journals; all subjects; best facilities.

WINDOW DRESSING.

TO prevent windowsteaming or frosting—valuable new discovery for \$1. Address **WINDOW DRESSING DEPT.**, Amso Trade Press, Wash., D.C.

SPECIAL WRITING.

SHREWD publishers will begin the new year with my "Ed. Copy." It is bright and up to time. Any politics. Samples. **G. T. HAMMOND**, Newport, R. I.

STREET CAR CARDS.

OUR artists have done work for the H. O. Co., S. H. & M. Skirt Binding, De Long Hook & Eye and hundreds of others. We can do your designing—we write them and print them too. Tell us what you want. **THE ADVERTISERS' AGENCY**, Penn Mutual Bldg., Philadelphia.

MAILING MACHINES.

THE Matchless Mailer: best and cheapest. By **REV. ALEXANDER DICK**, Meridian, N. Y.

MACHINES and type for mailing can be bought best and cheapest from **AM. TYPEFOUNDERS' CO.** See addresses in ad No. 1, under "For Sale."

PRINTERS.

TROW-WHEATLEY CATALOGUE COMBINATION. Home Life Building, New York.

THE LOTUS PRESS, artistic printers, 140 W. 23d St., N. Y. City. Send for our booklet.

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. **PRINTERS' INK PRESS**, 10 Spruce St., New York.

ADDRESSES FOR SALE.

LISTS of names in any trade, in any country, \$1. Information on any commercial subject. Credit reports on firms anywhere, in U. S. \$1, in Europe \$2, in Latin America \$3. Agents everywhere. Ten years established. **ASSOCIATED TRADE & INDUSTRIAL PRESS**, Wash., D. C.

NAMES, fresh and up to date, of taxpayers (farmers and stock-dealers), with post-office addresses, obtained direct from county clerks of the different States through the South, East and West. Will be sold or rented to responsible parties. We will furnish full list in counties of entire State. For further information address **F. O. Box 108**, Station A, Boston, Mass.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beckman St., New York.

ADVERTISING AGENCIES.

If you wish to advertise anything anywhere at any time, write to the **GEO. P. ROWELL ADVERTISING CO.**, 10 Spruce St., New York.

We place advertising for advertisers, and we save them money. We saved a man \$2,963 lately. Write us. **THE ADVERTISERS' AGENCY**, Penn Mutual Bldg., Philadelphia.

WILMINGTON ADVERTISING AGENCY, 508 Equitable Bldg., Wilmington, Del. Conduct a general advertising business. Street cars and programmes a specialty. Write us.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, lines will be inserted under this head once for one dollar.

MORE money in mail order business than anything else. No interference with other occupation. We tell you how and furnish everything. Samples, etc., 12c. **THE NATIONAL INST.**, P. 1, 123, Chicago.

I CAN etch your business card on three different articles that I make of steel; the Teller cooking knife, wall match boxes, check book stub holders and paper cutters. Price, 5 to 25 cents each. **R. K. TELLER**, Unadilla, N. Y.

ADVERTISING MEDIA.

40 WORDS, 5 times, 25 cts. **ENTERPRISE**, Brooklyn, Mass. Circulation 7,000.

ADVERTISERS' GUIDE New Market, N. J. 5c. line. Circ'n 3,000. Close 14th. Sample free.

GRAND RAPIDS DEMOCRAT, leading paper in Mich. outside Detroit. **LA COSTE**, New York.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

THE PIQUA CALL "wants" advertisers who want results. Larger circ. than all other Piqua dailies combined. **LA COSTE**, New York.

THE GENEVA DAILY TIMES, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers \$2.00 a year. Leading advertising medium in its territory.

FOR SALE.

TYPE—See ad No. 1.

QUALITY high, prices low. See ad No. 1.

\$3.50 BUYS 1 INCH. 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

FOR SALE—Only Republican paper in city of 12,000. Good job office. City, County, Cong. District Republican Party organ. Good opening for daily. Opportunity of a lifetime. Address P. O. Box 401, Asheville, N. C.

\$450 BUYS complete job printing outfit, nearly new. Cost \$800. Type; paper, card and lead cutters; two presses; engine, boiler, etc. Failing health reason. Without engine and boiler, \$350. **HAROLD CHANDLER**, West Sumner, Me.

AD NO. 1—We sell more type and printers' machinery and supplies than all other concerns, because our large purchases enable us to buy right and sell to the advantage of our customers. Why buy the second best when the best costs you no more? Buy outfits complete and save money and trouble. **AMERICAN TYPE-FOUNDERS' CO.**, Boston, 150 Congress; New York, Rose & Duane; Philadelphia, 606 Sansom; Baltimore, Frederick & Water; Buffalo, 83 Elliott; Pittsburgh, 333 Third Ave.; Cleveland, St. Clair & Ontario; Cincinnati, 17 Longworth; Chicago, 141 Monroe; Milwaukee, 89 Huron; St. Louis, Fourth & Elm; Minneapolis, 24 First; Kansas City, 633 Delaware; Omaha, 1115 Howard; Denver, 1618 Blake; Portland, Second & Stark; San Francisco, 406 Sansome.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. **BRUCE & COOK**, 390 Water St., New York.

EVERYTHING for the printer—best and cheapest. See ad No. 1 under "For Sale."

ROOF'S Embossing Process—No types, no engraving. Ingredients 50c. **ROOF**, Albion, Ind.

NO tax on agents. Get the law. 15 copyrighted decisions for one dime. **THE SUN**, Randolph Bldg., Station C, Philadelphia, Pa.

STEREOTYPE, linotype and electrotype metals; copper anodes; zinc plates for etching. **MERCHANT & CO., Inc.**, 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, 174d, 10 Spruce St., New York. Special prices to cash buyers.

ADVERTISEMENT CONSTRUCTORS.

EFFECTIVE advertising. **E. A. WHEATLEY**, 257 Broadway, New York.

E. A. WHEATLEY, Specialist in Advertising, 257 Broadway, New York.

GILLAM & SHAUGHNESSY, Advertisers, 603 & 604 Temple Court, New York. Write.

RETAIL grocers and druggists: Got what you want. Write me. **JED SCARBORO**, B'klyn.

TROW-WHEATLEY CATALOGUE COMBINATION; high-grade business-bringing catalogues. Home Life Building, New York.

THE only writer of exclusively medical and drug advertising. Advice or samples free. **ULYSSES G. MANNING**, South Bend, Ind.

CALL on manager of nearest branch **A. M. TYPEFOUNDERS' CO.**, addresses as per ad No. 1 under "For Sale," and get posted on type.

ALL the borders and type used in **PRINTERS' INK** are at the disposal of people who have their advertisements put in type by me. **WM. JOHNSTON**, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

WRITE your own ads. Save money and get the best ideas. Our Clipping Dept. will send you the latest ads in your line of trade. Want particulars? **ASSOC. TRADE & INDUS. PRESS**, Washington, D. C. Established 1857.

I HAVE just made a small booklet which, for want of a better title, is identified in my office by the word "How." I am proud enough of it to wish every business man to have a copy. Ask for it. **CHARLES AUSTIN BATES**, Vanderbilt Bldg., N. Y. Plans advice, writing and illustrating for advertisers.

WE want to contract with jobbers, wholesalers and manufacturers who advertise in trade papers. For an agreed sum we will write and illustrate their advertisements during 1907. The best plan is to also engage us to have the matter put in type, and furnish as many electrotypes as are necessary. This entirely relieves business men of the bother of "getting up something" to fill the space they buy. It insures our clients a line of distinctive advertising for a whole year. For any reputable trade paper advertiser we will prepare an advertisement and a pencil sketch of illustration to show exactly the kind of service we propose to give him. **MOSES & HELM** (C. Dan Helm, Bert M. Moses), 111 Nassau St., New York.

WE are ready to contract with a few high-class retailers who want personal work and personal attention. We have no syndicate service, and do nothing in a hurry. Good advertisements cannot be ground out like shoe pegs and nails. We will contract to furnish a year's service to five or six retailers at a fixed monthly price, and will agree to do better writing and illustrating than can be had anywhere else. We cannot regularly handle more than half a dozen retail lines intelligently, and we do not care to do anything unless we feel sure the service we render will prove valuable. We invite those retailers to write us who realize the importance of intelligent personal work. **MOSES & HELM** (C. Dan Helm, Bert M. Moses), 111 Nassau St., New York.



There is no reason why street car advertising shouldn't extend itself by and by and become railroad advertising as well. Already it has taken the elevated roads by storm, and some of the best mediums in the country are certain of the elevated roads, amongst others, the Brooklyn Elevated, the leading road of Brooklyn.

Indeed, many well-known advertisers of experience consider elevated road advertising a little better, if anything, than street car advertising, for the reason that people who ride in the elevated roads generally take longer trips, and therefore spend more time reading the cards.

Besides the cards in the cars themselves, valuable advertising space is to be had on the billboards in the stations, and even on the risers of the steps leading up to the station.

But to return to railroads. So far none of the roads in the country have allowed any of their space to be used for advertisements. There are some exceptions, of course, in the shape of some suburban roads in certain towns.

They are at present in the position that newspapers were in a century ago, when their scorn of the advertiser was something wonderful to behold. But now, you see, they have changed their tune, and who has received greater benefit than the papers?

No one, unless it is the public. Penny papers, ten-cent, five-cent and even penny magazines, all doing their part in educating and civilizing the great world that but a few years ago could barely write its own name, and accepted all knowledge from the priest-hood.

In the same way, with the march of enlightenment, we may expect before long to see advertising in our long distance trains, in our "Limiteds," in our

night in a very good (or bad) imitation of a coffin.

Advertising, Bellamy and the Socialists notwithstanding, is a means of cheapening the necessities of life. Street car advertising is doing its share. Railroad advertising will do its share in due time.

When this time comes, one thing is certain, and that is that GEO. KISSAM & Co. will have their share of it, if their progressive and pushing methods are only applied in the future to the new field as they have been in the past to street car advertising and elevated railroad advertising.

We reproduce this week a few samples of Western street car cards. This is a good opportunity to compare the work with that of those large advertisers, principally Eastern, whose cards we have reproduced up to date. PRINTERS' INK thinks the average is not so good as the average of those reproduced so far. If any of her pupils think otherwise, they are invited to express their opinions in a short letter and send it in to the editor of this department.

As a rule, Eastern advertisers are more willing to pay for good ideas than Western, and that is probably why they get them. Are they making

M
A
R
K



"Pullmans" and "Wagners." And a good thing, too.

For when this time comes, and not till then, may we expect to see some

reduction in the heavy tax we have to pay to travel from one part of our beautiful country to another, some reduction in the exorbitant fees charged by conscienceless and soulless corporations for the privilege of sleeping over so much money, our Western friends, that they can afford to do without this help, or is their work the best adapted to the busy people who live in that part of the country? Hardly, we think.

The "Pointer" card is, of course, a play on words—rather an old idea, though possibly new as applied to railroad advertising. Here, by the way, we have the first railroad that ever advertised in the street cars, or one of the first.

The card will attract hunters, many of whom travel on this road to the hunting grounds which are on the line of the N. P. But the card says nothing about them; there is nothing on the card to attract the hunters except the dog, and when they look at the card there is nothing on it to interest them; besides, big game is plentiful on the N. P., and a pointer is not needed for that.

The N. P. has put out some excellent newspaper and magazine advertising. Let us hope that their next street car card will be more up to the standard of their work, and that they will not slight the advantages to be obtained from good street car advertising.

a sure tip—
You can back the
"Schumacher"
Shoes for \$3 and \$5 They'll
105 Grand Ave. (105) win in a walk



Another play on words is shown in the Schumacher Shoe card; not a very strong one; not a very business-bringing one. The card appeals to racing men, and to them only, and as a rule "sports" buy a more expensive shoe than a \$3 or a \$5 one. Besides, here is the same thing with this card as with the "Pointer" card. Nothing to interest, no reasons why; and the American buyer, if people only knew it, is a regular Li Hung Chang in the matter of finding out all there is to know about a thing before investing in it. Schumacher's card may sell shoes, but a better card would sell more.

Not much to say about the other cards. They are all good examples

of what street car advertising is in the smaller cities of the West. They run in the groove of the lives and ideas of the people, and of course are more or less local in their significance.

La Reine Corsets
—ESCAL, THOMAS—
Made of the Finest Materials,
Giving Perfect Symmetry of Form.
Comfortable and Durable to Wear.
Moderate in Price.
—FOR SALE ONLY BY—
The Golden Rule.
220-222 St. Paul and Minnesota St. PAUL.



The Elk Laundry card is one of the best of the lot. It is a good example of the one-idea card.

Try our New Method of
Washing—
FLANNELS
We Positively Guarantee
No Shrinking—
Elk Laundry
—COMPANY—
31 West Third St. ST. PAUL, MINN.



There is a striking exception, however, to the general run of the Western designer's cards, as shown in those produced by the Binner Engraving Company, of Chicago.

This company is doing all the printing of the street car cards for the Pabst Brewing Company, and in another issue some of their productions will be shown. These cards appear in a series and their design and execution shows talent of the highest order. They are produced under the personal direction of Mr. Binner himself and are mainly a part of his brain.

It would be difficult to mention another to-day in an elevated or surface car that shows as much artistic excellence as those of the Pabst Brewing Company. The head of the advertising department of this company, Mr. Morrison, is a well-known man in the fraternity, and, although young, has already made his mark as one of the rising stars of the advertising world.

He it was who sent Mr. Binner to Europe to study mediæval architecture in order that the designs for the magazine advertising should be historically correct, and that no carping critic could make invidious remarks or take any truthful exception to the accuracy of the illustration in the two eras that have been presented so far by the Pabst Company.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

[37] Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

[38] For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

[39] Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at same rate.

[40] Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg patrons may, on application, obtain special confidential terms.

[41] If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 108 Fleet St.
CHICAGO, BENHAM & INGEGRAM, 315 Dearborn St.

NEW YORK, DECEMBER 30, 1896.

A MAN who can write a good ad by a careful study of ads and advertising should every day be able to write better ads.

THE local dealer who wishes to get a good list of names should copy the registry lists in his district and the districts adjoining.

ONE paper maker recently bought five tons of returned copies of one issue of one magazine. Five tons is ten thousand pounds. Two interesting questions suggest themselves to an advertiser's mind: How many copies go to the pound? What is the name of the magazine?

D. R. ANTHONY, editor and proprietor of the Leavenworth (Kan.) *Times*, writes to **PRINTERS' INK** under date of December 21, 1896: "There are only three daily papers in Kansas making money, the *Times*, *Topeka Journal* and *Atchison Globe*, and the Leavenworth *Times* leads them all."

THE franking privilege, now so greatly abused, should be abolished or restricted. Under this privilege 95,000,000 pounds of matter were carried free last year.—*Buffalo Express*.

WHENEVER you succeed in making yourself and your goods so well known that all who need supplies of what you produce or handle think of you simultaneously with their recognition of such need, you are doing effective advertising.—*Shoe and Leather Facts*.

PRINTERS' INK wishes to go on record with the prediction that if the Loud bill is made a law by the present Congress, the post-office deficiency will not be thereby decreased one single dollar.

THE *Boston Post* still asserts that in the great metropolitan district, including the cities of Boston, Cambridge, Somerville, Malden, Everett, Chelsea and Brookline, with a population of 750,000, more than twice as many *Posts* are sold every week-day morning than there are *Globes* or *Heralds* and more *Posts* than there are *Heralds* and *Globes* counted together. The *Post* offers to give a thousand dollars to the Boston Associated Charities if either of the above statements can be shown to be untrue, but neither the *Globe* or the *Herald* show any disposition to accept the challenge.

THE easier you can make it for people to get your goods the more of them you will attract. If they have to make a lot of inquiries before they know exactly what you mean, they are likely to find it too much trouble. If you make a perfectly direct and distinct offer, and your competitor makes one which is weakened by ambiguity, you are going to get the trade. There is no question about that. People like to be able to go into a store and ask for just exactly what they want, and to talk about it in an intelligent manner. If they understand the goods thoroughly before they come to the store it wouldn't take so much time to make the sale after they do come.

DON'T forget the fact that in the same business as you are engaged in there are many others, each one of whom is doing all in his power to get all the trade he can. No little point escapes their attention. Nothing is considered too insignificant to be despised if it will help bring trade to them.—*Harness World*.

SOME people say that advertising is all a matter of luck; that you cannot tell what advertising is going to do, or whether or not it is going to pay. This may be true, but it is very strange that the man who gives careful thought to his advertising and does it in an intelligent and straightforward way usually has the luck on his side.—*Art in Advertising*.

THE suggestion of M. H. De Young, of the *San Francisco Chronicle*, for a place in Mr. McKinley's Cabinet, recalls Byron's poetical reference to the fly found imbedded in amber:

It is not that it's rich or rare,
But how the d— it got there!

THE Little Schoolmaster does not necessarily agree with the sentiments of contributors expressed in its columns. It wants free and fair discussion of advertising matters, and often gives place to articles from whose opinions it entirely dissents. Like an ideal schoolmaster, it desires all its pupils to do their own thinking, only aiming to supply information and foment discussion. But, as its readers know, it has decided opinions of its own, and is never afraid to express them. But it doesn't worship its own opinions and is not ashamed to change them when convinced that they are wrong.

A FOOD or medicinal product that is intended for invalids can almost be made or marred by the doctors. The invalid or convalescent person heeds his physician's advice; and if the physician has been convinced of the merits of a certain preparation he will recommend it; while, on the other hand, if he knows nothing of it he is apt to deprecate its use when it is suggested to him by the patient. It would appear, therefore, that the advertising of such articles should contemplate convincing physicians as well as the public. How this can be done is a subject upon which the Little Schoolmaster solicits information.

THE Sunday circulation of the Mobile (Ala.) *Register* exceeds 7,000 copies, one week with another. The Sunday circulation of the *Montgomery Advertiser* is nearly 6,000 copies per week, but it falls a trifle short. The regular circulation of the weekly *Mobile Register* is also more than 7,000 copies, and that of the weekly *Montgomery Advertiser* a trifle over 8,000 at the present time. Mr J. E. Van Doren, who is special agent in New York for the *Mobile Register*, *Montgomery Advertiser* and *Birmingham News*, assures PRINTERS' INK that the daily sale of the *Birmingham News* exceeds 8,000 copies and is larger than that of any other daily paper published in Alabama.

Modern Mexico is the name of a monthly published by the Modern Mexico Publishing Co., 106 East 8th avenue, Topeka, Kansas, at one dollar a year. It is full of information such as an advertiser or other business man who is considering the advisability of introducing his goods into Mexico would be interested in.

THERE is not one word of argument in favor of the Loud bill, now before Congress, for exacting a higher rate of postage for certain classes of printed matter that does not apply with equal cogency to all printed matter, newspapers or what not. If there is any reason at all why newspapers should not pay a proper rate of postage just as well as any other sort of merchandise, PRINTERS' INK does not know what that reason is. Let Mr. Loud enlarge his bill and apply it to all printed matter, and try to make the law so plain that any postmaster will be able to tell what postage to charge on a lot of printed matter by merely looking at it and weighing it. The Loud bill is not prepared in good faith. No one knows this better than Mr. Loud.

IN copies of *Munsey's Magazine* for sale on the news-stands in Chicago every leaf among the advertising pages containing announcements of subscription agencies has been torn out by newsdealers before being exposed for sale to magazine buyers. The same thing has occurred in other places—in San Francisco, for instance, as well as in such small towns as Ballston Spa, N. Y. In tearing out these sheets the advertisements of innocent general advertisers printed on the same page or on the reverse side of the sheet are also destroyed. Among the publications which are involved are *Munsey's Magazine*, the *Delineator*, *McClure's*, *Goddey's*, and in fact every magazine in which the advertisements of subscription agencies have appeared. Demands for allowance have already been made by the Lyman D. Morse Agency on behalf of one of its customers.

THIRTY years ago there was scarcely a morning paper in New York that published a Sunday edition. The field was left to special newspapers, which tilted it very badly. Now the Sunday issue of every paper is the most voluminous, the most profitable and the most important issue of the week.—*N. Y. Times.*

THE profits of A. & F. Pears (Limited) for the year ending June 30th, 1896, were £70,368 (about \$350,000), which figure compared with £65,002 for the previous year. After paying 5 per cent on the debenture stock and 6 per cent on preference shares, 10 per cent remained for the ordinary shares, and 10 per cent for the deferred shares, leaving £5,000 to be carried to reserve and £5,000 to be carried forward. No better testimony to the profitableness of continuous and persistent advertising could be given.

WORTH, the Parisian "man milliner," was indebted, so it is said, entirely to chance for his fame. Long before he achieved his world-wide reputation, and, indeed, while he was yet an obscure individual, he was one night in the *foyer* of the Opera House with a friend, when a richly dressed lady passed them. "Is she not pretty?" asked his friend. "Very," replied M. Worth. "But whoever made her costume spoiled it. With such materials I could have made a dream of a dress!" "Could you?" inquired a gentleman at his elbow, "why, what do you know about dressmaking?" M. Worth stated his business and gave his card to the gentleman, who happened to be the lady's husband and a high court official. The result was that the late "modiste" received an order, and, through it, secured much of the high-class business of Paris.

VERY GOOD, INDEED.

CINCINNATI, Ohio, Dec. 18, 1896.

Editor of PRINTERS' INK:

RIPAPANTS TABLES.
SWALLOW WHOLE
AND LOOK PLEASANT.

This is the way a prominently displayed card in our street cars here reads. I would like your opinion as to what you think of this advertisement. Do you consider it a good one, aside from the attractiveness of the display?

It strikes me that it is not. What are Ripapants Tables, anyway? Why should they be taken whole? and why is it necessary to look pleasant after taking? What are they for? Who made them? What do they cost? Where can they be obtained? are four pertinent queries that it seems to the writer should be answered in this advertisement if it is to be beneficial to the advertiser and of interest to the reader. Do you not think so? I see so much of this character of advertising of late that it appears to be the aim of the advertisers, or those who write them, to condense until there is nothing left but the imagination to work upon. My theory of advertising is that the adver-

tisement should first tell what is being advertised in such a manner as will explain what the article is and what it is to be used for. Second, it should state the cost, where it is to be obtained, and why it should be given the preference over competitive articles. In the case cited nothing of this kind is referred to in any manner, and, it occurs to the writer, is just so much money wasted, since it conveys no information of value to any one. The advertiser may be under the impression that all that has gone before in his announcements explained all that was either necessary or desirable. To this, however, I take exception, for the reason that thousands of persons may never have seen his previous announcements, hence, the present is void of any sense.

The writer has been an interested reader of the "Little Schoolmaster in Advertising" for many years, and sometimes wonders whether many of the so-called or self-styled experts really know what they are talking about when I read some of their remarks upon the subject of advertising.

Yours very truly,
J. M. REYNOLDS.
23 Pickering Building, Cincinnati, O.

It appears that the advertisement which Mr. Reynolds criticises attracted his attention. It is probable that had the advertisement conveyed all the information Mr. Reynolds thinks it ought to have conveyed, he would not have read it at all. The advertisement that invites criticism makes an impression on the mind of the critic and gets in its perfect work. The "swallow it whole and look pleasant" idea is all right. The advertisement is a good one.—[Ed. PRINTERS' INK.]

"C'EST POSSIBLE!"

R. M. Scranton, business manager of the Scranton *Republican*, and junior proprietor of the firm of J. A. Scranton & Son, being duly sworn, says the actual number of full and complete copies of the (daily) *Republican* printed and sold during the period from July 1, 1893, to November 1, 1894, sixteen months, varied from 10,500 copies to 11,200 copies per day.

(Signed) ROBERT M. SCRANTON.
Sworn and subscribed before me, a notary public, this tenth day of November, 1894.
(Signed) EDWARD J. LYNOTT.

A true copy.

MARY O'REILLY, Stenographer.
The circulation of this newspaper is about the same as when above statement was sworn to.

R. M. SCRANTON.
Oct. 20, 1896.

A newspaper publisher might employ an affidavit-maker temporarily and thereby establish circulation figures that would possess great attractiveness for advertisers. A little later, after the affidavit-maker's term of employment had ceased, the honest publisher could continually reproduce the affidavit, and might add the truthful statement that the circulation of his paper "is now about the same as it was when the above affidavit was made."

THE PAPERS OF LOWELL, MASS.

REPORT OF THE CIRCULATION INVESTIGATOR, WHO VISITED LOWELL IN THE INTEREST OF THE REVISED AMERICAN NEWSPAPER DIRECTORY FOR 1897.

LOWELL, Dec. 16, 1896.

Editor of *Am. Newspaper Directory*:

Star—dead.

Times—dead.

Sun—will send a circulation statement. They make a monthly statement, as shown by inclosure. I told them if they would send you a statement like it for each month in the year, all at once, and with it a statement giving a summary, showing actual average for past year, dated and signed, it would be O. K. Their order for an advertisement and copy is inclosed.

News—will send a circulation statement, but will not pay cash for advertising.

Times—will send a circulation statement, but will give no order. Say Rowell's Agency doesn't send much business, and what they do send is inserted at one-third the price charged other agencies.

P. D.

In visiting the Lowell papers I heard from them as follows:

"SUN" STORY.

The idea of Rowell rating the *News*, *Star* and *Times* equal to the *Sun* is absurd. The *Sun* is the only paper owning its own building. It was the first, and now one of only two papers having Associated Press reports, the other papers being the *Citizen* (morning) and *Courier* (evening), both issued from one office. The *News* is mostly printed from plate matter; has no telegraphic reports, and is on the downward road. From a report filed with the Secretary of State, it appears that they (the *News*) has a capital of \$5,000 and liabilities of \$13,000. The present rivals of the *Sun* are only the *Citizen* and *Courier*.

"NEWS" STORY.

What right has Rowell to guess or estimate at our circulation rating? other directories give us 6,500. Asked him if other directories were right. Answer—No; none of them are. Told me that I could go into their press-room and count for myself. They claim 9,000 circulation.

"MAIL" STORY.

! We prefer telling the truth. The wherever it is placed.

other papers claim higher figures, but they haven't got that circulation claimed. The *News* and *Sun* claim 9,000 and 8,000, respectively; altogether too high. Both of them use plate matter; that is a good indication of what they are. When an advertiser wants to know the circulation of the *Mail* I show him these reports (showing reports made by pressmen concerning his paper). It gives time of receiving forms, time press started, time stopped and number of copies printed. These reports are for my information only, you understand; still, I do not hesitate to show them to anybody interested, and they are at liberty to investigate and verify. Asked him circulation of *Courier* and *Citizen*. Well, you can calculate for yourself, and here is the way. I know exactly how fast their press prints and how long the runs are. The *Courier* prints 180 papers a minute and runs 11 minutes; total, 1,980. The *Citizen* prints 180 papers a minute and runs 25 minutes; total, 4,500. So you see Rowell underrates them.

I give these stories for what they are worth. Respectfully,

P. D.

Throw out the Seeds



of your raisins and grapes and prevent appendicitis. You can seed them yourself, without loss of time or tax of patience, with the

Enterprise Raisin and Grape Seeder

Removes seeds without waste. Always ready for use, never gets out of order. No. 36, seeds a pound in 5 minutes, \$1.00. No. 38, seeds a pound in a minute, \$2.50. At hardware dealers.

THE ENTERPRISE MFG CO. O'PA.
Philadelphia, Pa.

Makers of the Enterprise Meat Choppers. Send two 2c stamps for the "Enterprising Housekeeper" — 300 recipes.

487 Thinned 25

AN advertisement that will stand out wherever it is placed.

People in the Towns



live a quieter life than in the city; they have more leisure for reading; they read their papers with care, and they read them entire.

THE CHICAGO NEWSPAPER UNION LISTS

offer an advertiser the opportunity to address the readers of

1500 PAPERS

in the Middle Western States every week — papers of sterling character, each representative of its locality. All that we require is a single electro of the ad. We take all the burden of detail from an advertiser's shoulders, except the payment of one bill. Write us about it. Catalogue free.

CHICAGO NEWSPAPER UNION

10 SPRUCE STREET, NEW YORK,
87-93 SOUTH JEFFERSON STREET, CHICAGO.

ADVERTISING FOR RETAILERS.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the promotion of better advertising. Send newspaper ads, circulars, booklets, novelties, catalogues. Tell your advertising troubles—perhaps PRINTERS' INK (The Little Schoolmaster in the Art of Advertising) can lighten them. Address all communications to the Editor of PRINTERS' INK.

Here is a novel idea in the way of an ad for a job printer. It is in the original neatly illustrated, but the printing itself could be better. It strikes me that it must have cost a good deal for messenger fees, and Mr. Bigelow doesn't tell me whether it paid or not. I should think he should have been able to trace returns on an ad like this, and be able to decide for himself whether it was a good ad or a bad ad. It strikes me that it must have been a mighty expensive one.

WELL! WELL!! WELL!!! PARDON OUR SURPRISE.

But, and that's a big BUT, right here is the trouble, enough to make any one exclaim with astonishment and cause our bookkeeper to jump right out of his chair.

He's been looking over the printing ledger and finds you have not sent us an order since—

OH, MY! OH, MY!

Ring, ring, ring, call the messenger boy, pay him his fee and dispatch him at once.

Here he goes. You'll find him attached right to this—handing it to you and desiring a reply.

Hope you'll send him back and

WITH AN ORDER.

Yours, waiting patiently,

E. F. BIGELOW, The Printer,
PORTLAND, CONN.

Designer and Printer of Artistic and Attractive Advertising.

Many advertisers try to make use of current events in their advertisements. During a political campaign they run head-lines bearing upon the issues under discussion, and sometimes make comments favorable to one side or the other, or intended to be impartial. Immediately after election they run display lines talking about "Victory" and "Defeat." It's the same way with the Venezuelan question or the Cuban question. They try to catch the public eye with display lines referring to whatever current topic is uppermost in the public mind.

I believe that theatrical and amusement advertisers occasionally make a success of this style of advertising. That, I believe, is because they take a

humorous or ridiculous view of all sides of a popular question. They don't treat a topic of this kind seriously.

For the retail advertiser I think this policy is a mistake. Take the recent campaign and election. It is evident that in every community there are a great many people on both sides of the question. The man who discussed political issues, or even ran a display line bearing upon it was pretty sure to let his own convictions bob up in some place. If he did so he made his advertising offensive to about half of his community. If he attempted to straddle the fence he put himself in a wishy-washy and rather contemptible position. The American isn't a good citizen who is astride the fence or indifferent upon any question of public polity.

The retail advertiser has the same right to entertain political convictions as any other man—in fact, it is his duty to entertain such convictions—but his advertising isn't the place to air them.

It is the same way about nearly every topic that excites sufficient public interest, so that a display line about it is a good eye-catcher. Take the Cuban question at the present moment, as an instance. The masses of the people are undoubtedly almost a unit in favor of the recognition of Cuban independence. The fact remains that whatever a man's personal opinions upon the Cuban question may be, he runs a risk in parading them in his advertising. No man can force the outcome of this question sixty or ninety days, or six months from now. The popular side to-day may be the unpopular side to-morrow. Business is business. Advertising is advertising. It is a man's duty to have convictions upon the Cuban question as well as on any other public policy, and it is his duty to advocate and stick by those opinions just as long as he continues to believe in them. It isn't his duty and it isn't good business policy to air those opinions in his advertising. There may be a lot of well-to-do, conservative people in his community who are mighty good

customers of his who, for purely selfish reasons, would not want to see the country plunged into war, even in behalf of the right. The business man has plenty of opportunities to use his influence in this respect, without bringing it into his business or into his advertising, and thus antagonizing a greater or smaller number of people who are or might be good customers.

There is hardly a topic of any description that arouses widespread discussion that isn't sooner or later a boomerang when introduced into advertising. Even when there appears to be but one side of a question to-day there are liable to be two sides tomorrow. Public opinion is fickle and easily influenced. In advertising it is best to stick to straight business talk and leave politics, religion, statecraft and international questions alone. Write your ads to sell goods, not to antagonize customers.

* *

I am in receipt of a bundle of advertising matter from Sears, Roebuck & Co., of Chicago. Messrs. Sears, Roebuck & Co. say on their letter-head that they are the cheapest supply house on earth and that their trade reaches around the world. If that is the case, there must be some one around the institution who understands English, and if their trade reaches around the world they must issue some advertising printed in the English language. I suppose their matter was sent to me for criticism. If that's the case, it would have been a great convenience to me if they had sent a supply printed in English. I am well up in Choctaw, Sioux, Comanche, Hebrew, Irish, Welsh and Gaelic, but unfortunately I never studied Greek, Latin or Scandinavian. Messrs. Sears, Roebuck & Co. say:

GODE VÆN!—Fra en Udgiver af et Blad, paa hvilket De har subskriberet, fik vi opgivet Deres Navn og Adresse. Og da vi onsker at overrække vore Kladesprover og specielle Salgstilbud til nogle faa Personer i hvert Township, for at disse kan nyde Fordelen ved vore specielle Priser og derpaa give Proverne til sine Naboer, saa at disse ogsaa kan faa godt af dette Salg, er vi herved saa fri at oversende Dem Proverne for dette specielle Godtkjobstilbud i Herre- og Guttekladninger samt Overrakker. Vi onsker paa Forhaand at takke Dem, fordi De godhedsfuldt vil overrække dette Circulare til Deres Nabo, efterat De se v har givet Ordre for, hvadsomhelst Varer De tranger.

Now I have no doubt this is good advertising—for the people who can read and understand it. There are

several words in it that I can read myself, and a number of others that I can guess at. That being the case, I suppose a man who understands Swede or Scandinavian or Danish, or whatever it is, will get valuable information out of it. As for myself, I must admit that I don't feel equal to the task of criticising this particular sample of advertising. If Messrs. Sears, Roebuck & Co. will translate their advertising into English, or almost any old language except Scandinavian, I will try to give them an opinion.

* *

H. A. Schoenfeld, of Seattle, Wash., writes me as follows: "I herewith inclose an ad, which, I think, quite worthy of reproduction, owing to its originality, effectiveness and the application of a popular idea to local publicity. I hope you will reproduce it."

The ad referred to by Mr. Schoenfeld is for a clothing store. It contains four cuts of the now very prevalent "Yellow Kid" that we see in the *Journal* and *World* every Sunday. The "Yellow Kid" is attired in his usual idiotic smile, the two isolated front teeth that make a childless man happy with his lot, and trousers, dress suits and overcoats, supposed to be supplied by the advertiser. In each instance the picture of the "Yellow Kid" is placarded with some witticism like the following:

"Holy Gee, I'm all in it, except me feet."

Evidently the "Yellow Kid" has just reached Seattle. I am glad he has got that far away. Having got that far, I hope he will keep right on west till he gets to the middle of the Pacific Ocean. Mr. Schoenfeld's idea that the application of the "Yellow Kid" to advertising is original on his part is a little bit amusing. I believe the "Yellow Kid" has been going the advertising rounds for several months past. There has been an eruption of him all over the country. He has been used to advertise shoes, and clothes, and jewelry, and tooth powder, and consumption cures, and porous plasters, and about everything that is advertised. He is bad enough when you only get him on Sunday. When he is served up every day in the form of advertising he is enough to drive the average man to drink.

I am sorry that I cannot agree with Mr. Schoenfeld in his idea that the

"Yellow Kid," as applied to advertising, is either original or effective, or anything else except tiresome. If I reproduced him in PRINTERS' INK I don't think my life would be safe.

W. F. Arnold, a photographer, at Oak Park, Ill., sends me a little folder with which he advertises his "gallery." The front page is a half-tone reproduction of a little child in long dresses whispering in the ear of a little boy apparently about ten years old. Under the half-tone is a line, "Don't 'oo tell." The next page of the circular is blank, and the third page is as follows:

The very nicest Xmas gift would be a photo taken at Arnold's Studio, 143 Lake Street, Oak Park.

An early call will enable us to give our best attention to Holiday Orders.

The fourth and last page is another blank. This makes, to my eye, a thoroughly attractive little ad. The half-tone on the first page is certainly a beautiful piece of work, and would encourage any mother to take her baby to Mr. Arnold's gallery in order to get its picture. I think this little circular ought to bring him many customers.

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—Ed. P. I.]

For a Laundry.

An Up-to-date Dress Suit

Isn't it in it without perfectly laundered linen to accompany it.

We call for your soiled linen, get it through in good season, deliver it, and guarantee it to be "perfectly immaculate," at prices that the most economical person cannot resist.

For a Shoe Store—(By Frank L. Erskine).

A Little Treasure of a Baby

needs shoes to fit the dainty feet. Something good, something sweet. We have just that kind to sell.

Pretty little moccasins—little Blucher style laces—lovely little button shoes.

Colors—Chocolate, Tan, Pink, White, Red, Blue, Pearl.

Prices—Size 1, 25c., Size 2, 30c., Size 3, 35c., Size 4, 40c.

Words won't tell how dainty and pretty they are.

No charge for postage.

For a Clothing Store.

Smoking and Resting Coats.

Lying back in a big, roomy arm chair, with the smoke wreaths curling 'round his head, surely he'll thank the forethought that adds so materially to his comfort. Maybe he doesn't smoke, just likes to throw off the cares of life and unbend in easy, loose attire. One of our Plaid Jackets will give content where tight coats mean discomfort. A Jacket with tasty trimmings around edges, cuffs, collar and pockets; plaids small, medium or pronounced; something he can stretch in, lounge in, rest in, at an expense to you of only —

For a Cigar Store.

"Cigars To Burn."

But while they burn you may enjoy the coolest and sweetest of smokes. High Grade Domestic and Imported Cigars in a pleasing variety of selections, and Tobaccos in box and bulk that look good enough to EAT.

Cigars by The Box A Specialty.

For a Clothing Store.

If you've a son anywhere from four to fifteen years old, and you'd like to put a warm suit of clothes on him that he can knock about in and use just as hard as he feels like doing; if you're a parent who dislikes to be incessantly calling upon the boy to "take care and not ruin his clothes," and if you want him to have a play suit he can abuse just as much as he wants to, we would like for you to look at the all-wool chevrot suits we're selling for \$—, because they look well, and they wear well; and there's not enough invested in them to make it necessary to caution the boy to modify his rough play a particle. There are parents who buy these suits of us and admit that's why they like them.

For a Laundry.

We Won't Rest

until you give us an opportunity to show you what admirable laundry work we are turning out. We are confident that once you get a taste of our way of laundering clothes you'll remain a customer for life!

Let us have your collars and cuffs. We make a specialty of them—and we've got ample facilities for laundering every single collar and cuff worn in Washington! That speaks volumes for our plant—and gives you an idea of what big fellows we are!

Let us have your bundle! to-morrow. Drop postal or telephone 1092—wagon will call!

AN ARTISTIC SHOPPER.

Careless students of commercial transactions are rashly apt to infer that all the business talent lies on one side—that of the salesman—but the initiated know that a very deep game is often played by the purchaser. In a furniture store two young women were inspecting dressing tables.

"Oh, there it is!" exclaimed the brunette, with enthusiasm, hastening toward a pretty little oak table standing near.

"Sh!" said the blonde. "You haven't any sense at all. Have you any dressing tables in oak?" she asked of the approaching salesman.

"We have only this oak table left," he politely answered.

"It is awfully low," she commented, "and I don't like the color of the wood."

The brunette girl looked troubled.

"Open the drawer," dictated the blonde. "Oh, that's a dreadfully small drawer; it wouldn't hold anything. What's the price of this table?"

"Ten dollars," the salesman answered.

"Ten dollars! Dear me! Why, Isabel, we saw prettier ones than this for eight. It hasn't a very good polish, either. Haven't you any others at all? This is so low; and that drawer is so small."

The brunette looked more troubled.

"This is the last one we have in oak," the man again said.

"Haven't you any with differently shaped legs?" she asked.

"This is the only one. As it is the last one, I'll see if I can let you have it at eight dollars."

The salesman walked off and the blonde turned to the brunette and said, "Goosey, cheer up. Isn't it a beauty? Just look at those lovely legs—and only eight dollars. You're a lucky girl."—*Louisville Courier-Journal.*

LACONIC.

A farmer traveling in a foreign land, becoming anxious about the condition of his live-stock, telegraphed home:

"Is things all right at the barn? JOHN BREEN."

His stable boy, whose conversation was proverbially laconic, immediately telegraphed back:

"John Breen: Things is. ROBERT."
—*Youth's Companion.*

THEY ARE INNOCENT.

"Figures do rot lie."

"No, the circulation editor does."

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper, Los Angeles Times. Circ'n over 18,000 daily.

GEORGIA.

MUSIC TEACHER, Dalton, Ga., sworn circulation 7,000. Leading musical publication in the South. Largest circulation of any musical journal in the South or West. Ads in it pay.

AVALANCHE ads aid advertisers to secure remunerative returns. WHITEFIELD COUNTY AVALANCHE, Dalton, Ga. Sworn circulation 2,500. Largest circulation of any paper in Cherokee, Ga., outside of Rome.

MICHIGAN.

GRAND RAPIDS DEMOCRAT covers Western Michigan.

MISSOURI.

COVERS the field—St. Joseph Herald—8,000 d., 8,000 S., 9,000 w. LA COSTE, New York.

GAZETTE, West Plains, Mo., leading paper in county. Best farming and fruit-growing district in West. Write for rates.

NEW JERSEY.

THE Red Bank REGISTER goes into over 2,500 homes each week. No other paper in Monmouth County approaches it in the amount of local news of all kinds.

NEW YORK.

BINGHAMTON LEADER.

BINGHAMTON LEADER, the tea table favorite.

BINGHAMTON LEADER, leading afternoon paper and the favorite family medium.

BINGHAMTON LEADER, the home paper, filled full of live local and general news; no boiler plate, no fake features, but a legitimate paper commanding the confidence of its constituency.

BINGHAMTON LEADER, first-class penny afternoon paper. Most important daily in that city, commanding the respect and confidence of readers and advertisers alike, both at home and abroad. Average circulation covering every issue 1886, Daily, 8,735; Weekly, 6,000. More circulation weekly than all the other Binghamton weeklies combined. THE S. C. BECKWITH SPECIAL AGENCY, Sole Agts. Foreign Advertising, New York and Chicago.

NORTH CAROLINA.

ADVERTISERS want the best. The Charlotte News has the largest circulation of any daily paper, and the MOCKLEBURG TIMES has the largest circulation of any weekly paper, in Mockleburg County, population over 60,000. Rowell's Directory says so. Rates are reasonable. For further information address W. C. DOWD, publisher, Charlotte, N. C.

PENNSYLVANIA.

INTELLIGENCER, Doylestown, Pa. Oldest papers in the county—weekly established 1804, daily established 1886; stanchest papers in the county; the only journals owning their home; only exclusively home-made papers in the county never having resorted to plate matter nor patent sheets. Send for map showing circulation. FASCHALL & CO., Doylestown, Pa.

TEXAS.

GALVESTON TRIBUNE.

GALVESTON TRIBUNE, a money winner.

GALVESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and powerful. Leads the afternoon procession.

GALVESTON TRIBUNE makes money for itself and will make it for you. Thoroughly up to date, with all modern mechanical appliances. A live paper for live people.

GALVESTON TRIBUNE, every copy counts. City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.

GALVESTON TRIBUNE, Daily four pages, Sunday twelve pages and Weekly eight pages, all live, prosperous papers, published by the Galveston Pub. Co., W. F. Ladd, Pres., Chas. Fowler, Vice Pres., George Sealy, Treas., Fred Chase, Sec'y and Bus. Man., Clarence Onley, Editor, S. C. Beckwith Spec. Ag'ty, sole agents.

VIRGINIA.

LYNCHBURG NEWS; only morning paper; 35,000 population; established 1866; daily, 2,500; Sunday, 2,500; weekly, 3,000. Let us submit prices and papers for examination. Leading paper west of Richmond. H. D. LACOSTE, 38 Park Row, New York, Manager Foreign Advertising.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the **TIMES**, has the largest circulation of any evening paper north of San Francisco.

WISCONSIN.

SUPERIOR TELEGRAM, 5,500 daily, every evening except Sunday. Associated Press franchise (operator in its own building); Mergenthaler typesetting machines; has its own artist. Largest circulation in Northern Wisconsin. Prices for advertising of H. D. LACOSTE, 38 Park Row, New York, Special Newspaper Representative.

CANADA.

\$6.00 A line yearly. 30 best papers in Prov. Quebec. E. DESBARATS, Ad Agency, Montreal.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

AGRICULTURE.

BREEDER AND FARMER, Zanesville, O.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

MOTORCYCLE.

MOTORCYCLE, 1866 Monadnock Block, Chicago.

DEAF We'll send list of aids for hearing. CLAFIN OPTICAL CO., Wash., D. C.

Lynchburg NEWS (2,600 D. & S. 5,000 Weekly).

146,306 people in the Congressional district covered by the **Superior Telegram**. 5,500 every evening (ex. Sunday).

DIRECTORIES.

LASHER'S DIRECTORY of the Wholesale Grocers and Cannery and Packers of the United States and Canada. Sent postpaid on receipt of \$1. GEORGE F. LASHER, Philadelphia, Pa.

EDUCATIONAL.

THE SOUTHERN SCHOOL, Lexington, Ky., 1885, sworn circulation 6,000 copies weekly—largest circulation in Ky. outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy free.

GROCERIES.

GROCERY WORLD, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

MAIL TOPEKA, KANSAS

Circulation **7,600** guaranteed—larger circulation than any other Kansas weekly. For rates, etc., address C. Geo. Krogness, Marquette Bldg. Chicago, Ill., Western Agent.

GUARANTEED CIRCULATIONS—The circulation of the following papers is guaranteed by the publishers of the **AMERICAN NEWSPAPER DIRECTORY** for 1896, who will pay a reward of \$100 in each and every case where it shall be proved that the paper was not entitled to the rating accorded.

ILLINOIS.

EIGHT-HOUR HERALD, Chicago, 17,370.

KANSAS.

TOPEKA (Kan.) ENDEAVORER, not less than 2,500

MAINE.

O. C. ADVERTISER, Norway, Maine (local), 2,340

The Evening Journal,

JERSEY CITY, N. J.

Average Daily Circulation for 1895,
14,362.

Guaranteed by American Newspaper Directory.

THE ARGONAUT

Is the only high-class Political and Literary Weekly published on the Pacific Coast. Thousands of single-stamped copies of it pass through the post-office every week, remailed by subscribers to their friends. It has a larger circulation than any paper on the Pacific Coast, except three San Francisco dailies. It goes into all the well-to-do families of the Pacific Coast. Over 18,000 circulation. Argonaut Building, 246 Sutter Street, San Francisco.

Discriminating advertisers who are particular in their selection of mediums will find the Herald, of St. Joseph, one of the very best family newspapers in Northwestern Missouri. It is peculiarly a home paper, and merits the confidence and support given it by the people of that section. It is a morning paper, with Sunday and weekly editions. At a very reasonable figure space in its columns can be purchased that will yield large returns upon the amount invested.

The New York Office, in charge of H. D. La Coste, at 38 Park Row, will supply any desired information regarding this paper and its field.

The Printer Laureate Contest closes on Feb. 1st, 1897.

Report of votes registered to Dec. 20th will appear in issue of PRINTERS' INK for Jan. 6th, 1897. . . . We present to the winner a



"CENTURY" PONY

That new type of Press.

NOTE.—We also build the "New Model" Web; a small man and a big boy can run it.

Campbell Printing Press & Mfg. Co.

6 Madison Ave., New York
334 Dearborn St., Chicago

THE ARGUS

is delivered at more homes than any morning newspaper published in Albany, N. Y.

ITS CIRCULATION
IS LARGER
THAN ANY OTHER
MORNING
NEWSPAPER.

Wants, For Sale, To Let, Lost, Found, etc., advertised in the columns of The Argus always bring results. They cost but One Cent a Word each insertion in Daily or Sunday Argus.

THE ARGUS COMPANY,
ALBANY, N. Y.,

Publishers, Printers, Binders
and Electrotypers.

JAMES C. FARRELL, Manager.

From Ocean To Ocean

The Union Gospel News

Finds its Way

Being undenominational and reaching thousands of homes not reached by any other paper of its kind. . . .

Advertisers know its value. Published every Thursday. Write for rates.

Address

...The...
Union Gospel News,
Cleveland, Ohio.

Tell me just What you want In the way of a Booklet

and I will tell you the cost. I believe no other printer can give better value than I can. I have the very best material and unsurpassed facilities for the execution of this class of work. Everything in PRINTERS' INK is at the disposal of my customers.

When writing for estimate be sure to let me know the following, and then we will do business much quicker: State the size, number of pages, how many words to a page, with or without cover—one or two colors on cover, on inside or both—and how many copies you want.

I will send samples of paper and guarantee my work to give satisfaction. All I ask is that my competitor does the same. If he runs in cheaper paper, give me a chance to figure on same grade before giving out job.

Isn't that fair enough?

Address WILLIAM JOHNSTON, Printers' Ink Press, to Spruce St., New York.

(Sample Booklet Free.)

Not Every One
Reads

The Peterson Magazine

That would mean

70,000,000

Readers

in the United States
alone.

But many thousands of people with money to buy what they want do read THE PETERSON MAGAZINE, and advertisers reap a direct benefit from their announcements in its pages. Advertising Rates, \$80 per page by the year. Half and Quarter pages in proportion.

THE PETERSON COMPANY,

109 FIFTH AVENUE,

NEW YORK.

Catalogue Advertising

The presswork of Scribner's Magazine is up to a high standard, isn't it? Take a copy, and look at the clear, perfect impression, the richness of the deep shadows in the engravings, the delicate half-tones, the careful gradations of light into shade, and vice versa. This is printing! It is not done by slamming the forms into a press and shifting the belt. It more nearly approximates the work done by the old printers, when every master printer was author, artist, literary critic and scholar of renown—when the art of printing was an art.

It is an example of the work that is being done by the Trow Press.

The Trow - Wheatley Catalogue Combination applies fine printing to business.

E. A. Wheatley, the business writer, bringer, creator, the specialist in catalogues and advertising, is in charge of this special department of the Trow Press, one of the three acknowledged representative artist-printers of America.

The Trow - Wheatley Catalogue Combination makes catalogues that combine art with business. Catalogues that meet modern conditions. Catalogues that are read, kept and considered.

If you are interested, write for a copy of

**"CATALOGUE
ADVERTISING."**



**TROW-WHEATLEY
CATALOGUE COMBINATION,
Home Life Building,
NEW YORK.**

(Factory, 201-213 East 12th Street.)

Anzeiger... Des Westens

ESTABLISHED
1834

THE GREAT GERMAN-AMERICAN
PAPER OF THE WEST AND
SOUTHWEST

DAILY, . 8 pages
SUNDAY, 24 to 32 pages
WEEKLY, . 12 pages

The leading, the foremost German daily of St. Louis—its circulation by far exceeds that of all the others.

The **Anzeiger des Westens** pays more postage for its issue through the mails than any other German paper in St. Louis.

The **Anzeiger des Westens** covers the German field of the West and Southwest.

THE ANZEIGER DES WESTENS is always ready and willing to prove by a comparative investigation of all books—not of cash books only, which may be doctored—nor by affidavits, which some persons with an elastic conscience, and no sense of dishonor, make as easily as eating a good dinner, but by an investigation of everything, that its circulation is far greater than the circulation of any other German paper in St. Louis.

JOHN SCHROEDERS
BUSINESS MANAGER

EMIL CARO
ADVERTISING MANAGER

Anzeiger Association

PUBLISHERS

ST. LOUIS

Reaching the Consumer is Costly.

In fact it takes a fortune nowadays to make an impression upon the consumer. The manufacturer who expends large amounts in advising the consumer "Ask Your Grocer," should remember that that gentleman usually exerts a powerful influence among his customers. Often after the customer's interest has been aroused to the point of asking for the goods, the grocer's prejudice, his aversion to laying something new in stock or his total ignorance of the merits of the article has prevented its sale.

It pays, while interesting the consumer, to instruct the grocer. Equip him with full information about your goods, their merits, profits, etc. This can best be done through a grocer's journal of large circulation, such as the

GROCERY WORLD...

The most complete Grocery Journal in the world. Enjoying a paid circulation in over 1,700 towns and cities located in every State in the Union. Send for new pamphlet giving rates.

GROCERY WORLD, - 306 Chestnut St., Philadelphia.

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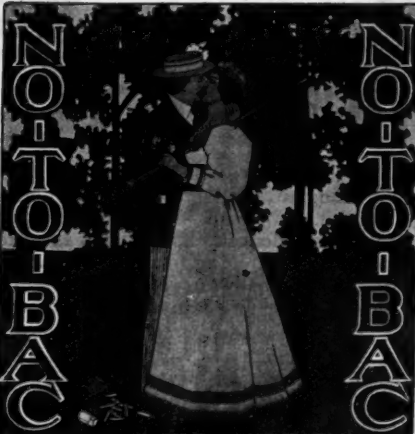
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The reward of correct advertising is a
SUCCESSFUL BUSINESS.

The manufacturers of No-To-Bac use a full page
for a whole year in

The Vickery & Hill List

1,500,000 circulation each month.

C. E. ELLIS,

MANAGER OF THE ADVERTISING,

401-402-403 Temple Court Building, New York City.

CHICAGO OFFICE:

80-4 Boyce Building,

W. J. KENNEDY in charge.

BOSTON OFFICE:

55 Equitable Building,

E. H. GRAVES in charge.



The
Value of



POPULARITY —

Is a good thing to consider in placing an advertising contract. Whether or not a newspaper possesses the confidence of its readers has a great deal to do towards bringing results to investors in advertising space, and this element should be placed closely to the circulation basis of figuring.

THE KANSAS CITY TIMES

Possesses in a marked degree the confidence of the people of the Southwest. It is the only Democratic daily of the metropolitan class west of St. Louis, covering Western Missouri, Kansas, South-eastern Nebraska, Oklahoma and Indian Territory. It has a guaranteed circulation of more than

21,000 copies daily

Its advertising rates are low and it does bring good results to advertisers.

Send postal card for sample copy and advertising rates to





St. Louis Merchants
Reap their harvest...

In **The St. Louis Star**

It leads in volume of advertising.



For the key to prosperity and rates

Ask EIKER, You Know Him,

148 Tribune Bldg., New York City.

Excelsior!

ITS MOTTO.

Every week its circulation reaches a higher point. Why? Because, primarily, its home readers and the business men of all classes in its own city and surrounding territory realize its merit, prestige and influence, and advertisers generally who use the columns of the

KANSAS CITY WORLD

reap greater benefit than from any other paper in that city. Its **PAID CIRCULATION** for the week ending Saturday, December 12, was as follows:

| | |
|--------------------------------|----------------|
| Sunday, Dec. 6 | 31,245 |
| Monday, Dec. 7 | 29,529 |
| Tuesday, Dec. 8 | 28,917 |
| Wednesday, Dec. 9 | 29,538 |
| Thursday, Dec. 10 | 29,187 |
| Friday, Dec. 11 | 29,326 |
| Saturday, Dec. 12 | 29,262 |
| Total | 207,004 |

Daily average for 7 days, 29,572

We, the undersigned, hereby certify under oath that the above statement of The World's circulation on the days named is true and correct, and that said papers were printed and delivered to the carriers, newsdealers, subscribers and newsboys on their order. All copies spoiled in printing or left over in press-room are not counted in above statement.

L. V. ASHBAUGH, Business Manager.
EARL SAUNDERS, Pressman.

Sworn to and subscribed before me this 14th day of December, 1896.

[Seal.]

My commission expires May 8, 1898.

EVORIL BROOKSHIRE,
Notary Public.

\$1,000 to any one disproving this statement.
Cash books open for inspection, and all other facilities given honest investigators.



A. Frank Richardson.

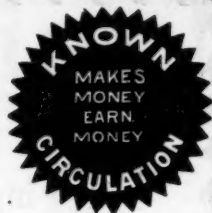
Tribune Building, New York.
Chamber of Commerce, Chicago.
Red Lion Court, Fleet Street, London.

The New York Evening Post seems to have a stronger hold upon its advertisers now than ever before. It gets its rates every time, is less yielding in the matter of special positions than any other New York daily; but, nevertheless, it holds its advertising better than most, and as well as any.



Extract from "How Many Copies,"
by George P. Rowell, Printers' Ink.
The national authority on advertising.

ABOUT THE ONLY MANNER



in which a newspaper can
successfully pad its circula-
tion is through its sales.
The street sales of THE

Milwaukee Journal

average less than 1,000 cop-
ies per day. Nearly all the
rest of The Journal's circu-
lation goes to *regular sub-
scribers* through the United
States mail and by The Jour-
nal's own city carriers. Their
names are all on the books,
and the books are always
open to the public.



**THE JOURNAL
COMPANY,**

Milwaukee, Wis.

**A. FRANK
RICHARDSON,**

Tribune Bldg., New York.

The **Guaranteed**
and **Proven**

CIRCULATION OF ~

Womankind

exceeds **60,000** copies
each issue, with a likeli-
hood of being 70,000 or
more, but the rate remains
the same and unbreakable
—thirty cents a line, with
time or space discount.



The Hosterman Publishing Co.

**150 Nassau,
New York**

**Springfield,
Ohio**

**177 La Salle,
Chicago**

The **AMERICAN NEWSPAPER DIRECTORY** for **1897**

Will be published upon the following platform:

1. The American Newspaper Directory is a book for Advertisers.
2. The most important information conveyed by the American Newspaper Directory is that concerning the circulation of newspapers.
3. To convey information about circulation in such a way that its correctness cannot be gainsaid, it is necessary to decide in advance the basis upon which the facts are to stand.
4. That the comparative value of one paper taken with another may be readily arrived at, the facts concerning the circulation of each should be given for a corresponding period.
5. For the American Newspaper Directory for 1897, it is decided that the period for which the circulation of a paper may be given to the best interest of an advertiser will be the entire year preceding, viz., the year 1896.
6. What an advertiser is most interested in knowing after all is what the circulation of the paper will be in 1897 or 1898, because his contract will run wholly in these years, and not in 1896.
7. The advertiser who obtains information from the Directory concerning the circulation of a paper in 1896, will believe a canvasser's statement of what it will be in 1897 or 1898 if the claim seems reasonable in connection with the facts as shown for 1896.
8. A publisher's statement as to what his circulation is going to be is interesting to an advertiser, but as it can only be based upon a publisher's belief, it cannot be told by the editor of the Directory on the authority of the Directory, but may appear in the Directory immediately following catalogue description of the paper, as a statement for which the publisher of the paper assumes the responsibility.
9. A statement of what the circulation of the paper is going to be is an advertisement, and should appear in the Directory and be paid for as such, and be so designated.
10. The privilege of inserting such an advertisement as an integral part of the letterpress makes the Directory as useful for each newspaper man as would be a directory published by himself exclusively for his own benefit alone.
11. On the plan here outlined there is and can be no conflict of authority between the statements of the publishers of the Directory and the publisher of the paper.
12. Papers not issuing regularly so many as a thousand copies are not specially to be considered, as they are below the unit of value.
13. If there is a fact or quality that tends to give a paper a value, a fact or quality that is considered worth mentioning to an advertiser when talking or writing to him, it will pay to set it forth in a 60-word (10-line) paragraph in the American Newspaper Directory for 1897. The cost (\$10) is but a small fraction of a cent for each copy of the Directory, and the privilege of having such a statement inserted in the letterpress on the publisher's own authority makes the book as helpful to him as it could be if he issued it.

Statements of circulation covering the year 1896 should be sent to the editor of the American Newspaper Directory not later than January 16th to be **CERTAIN** to have attention, but statements received even as late as the first of April (covering the year 1896 only) will be **LIKELY** to have attention.

Address all communications to

GEO. P. ROWELL & CO.,

Publishers of THE AMERICAN NEWSPAPER DIRECTORY,
No. 10 Spruce Street, New York.

News Ink.

When I first offered news ink at 4 cents a pound in 500-pound barrels and at 6 cents a pound in 25-pound kegs, I created a good deal of excitement, and my competitors immediately began to howl that I was ruining the business. It seemed a ridiculous price at that time, but now you can buy ink at my price from any of the best manufacturers and get trusted for it. No man who knows what he is about now thinks of paying more than 4 cents a pound, and many publishers are buying inks for less money. My guarantee was that my ink was the best *news* ink ever made since the world began, and when it was not found as represented I was always willing to have it returned, and I paid the freight charges both ways. To secure my inks you must send the cash with the order, otherwise I don't ship the goods. I trust no one, as I keep no books. I have no agents. I make no losses. These were some of the reasons why I could sell my news ink at 4 cents, which eventually brought my competitors down to that figure. Send me a trial order.

Address,

PRINTERS INK JONSON,

8 Spruce St., New York.

I sell the finest job inks ever made under the sun, put up in $\frac{1}{4}$ -pound cans, for 25 cents a can, with the exception of Carmines, Bronze Reds and Fine Purples. For these I charge 50 cents a can.

The home-read
paper is
the best medium
for
advertisers.



The
Cleveland World
is a
home-read
paper.

Those who read the
Cleveland World
have money to spend



THE CLEVELAND WORLD does not depend upon street sales for its circulation. It is delivered by the WORLD'S own carriers to the homes of the people. Catering as it does to the best and buying classes, it is a valuable medium for advertisers who desire to reach women and the home.

The World Publishing Co., Cleveland, O.

Robert P. Porter, President and Editor.

Leonard Darbyshire, Business and Advertising Manager.



To the Local Reporter, or the Ad-Smith.

Every week the Ripans Chemical Co., No. 16 Spruce Street, New York, sends a mantel clock (a pretty and serviceable time-piece) to those persons who report an interesting case of some one who has been benefited by the use of Ripans Tabules. True records of cures or relief resulting from the use of Ripans Tabules make effective appeals to others suffering in the same way and likely to be cured by the same means. Those who are best acquainted with the wide range of their application and the wonderful curative qualities of Ripans Tabules are generally only too glad to become the means of making known to other sufferers the remedy that has benefited them. The ad-smith who accompanies the story he sends with an acceptable drawing suitable for reproduction gets \$4 in cash for the drawing or \$1 for an outline suggestion for a drawing, all of which, if not used will be returned if requested. The name and address of the person giving the testimonial should always be given, not for publication but to make possible a verification of the facts as stated. Below is given a case that illustrates what is wanted.

Ripans Tabules are classed as a high-grade and high-priced article, and are not to be found at every small and inconspicuous drug store, but may always be had at the best stores in the town or city, those nearest the center of the best population or on the lines of travel. They may also always be had by mail by remitting the price to the Ripans Chemical Co., No. 16 Spruce St., New York.



An Alabama druggist reports the case of an old confederate soldier who when buying

RIPANS TABULES

For a neighbor, who lived out by him in the country, told his own story, as follows: "Ever since I was in the army, where I contracted indigestion and dyspepsia from eating hard tack and sow belly, I have suffered much from those and kindred ailments. A son of mine told me, while home on a visit over a year ago, to get some Ripans Tabules and take them. I did, and in a very short time I was benefited. I have felt better, ate more and relished it better than at any time since the war, and am doing more work now than I ever expected to do again. I tell you they are the

GREATEST MEDICINE FOR A FELLOW'S STOMACH

I ever saw. We always have them at home, and I always recommend them when a fellow complains about his stomach hurting him."

The Evening Wisconsin.

FIFTIETH YEAR.

MILWAUKEE, DECEMBER 1, 1896.

THREE CENTS.

Circulation for Eleven Months.

STATE OF WISCONSIN, } ss.
Milwaukee County, }

P. D. O'Brien, being duly sworn, says that he is now, and has been for seventeen years, foreman of the newspaper press-room of the EVENING WISCONSIN, and has had charge of the presses and paper used in printing the EVENING WISCONSIN; that he knows of his own knowledge that the average daily circulation of the EVENING WISCONSIN for eleven months, from January 1st, 1896, to December 1st, 1896, was eighteen thousand and seventy (18,070) copies.

The average daily circulation of the EVENING WISCONSIN for the month of November, last past, was eighteen thousand six hundred and thirty-five (18,635) copies.

P. D. O'BRIEN.

Subscribed and sworn to before me this 1st day of December, A. D. 1896.

W. A. BOOTH,

Notary Public, Milwaukee County.

No other daily newspaper in the State of Wisconsin ever printed so large an average daily circulation for a month or for eleven months.



On the way to the store

in a Street Car, to get oatmeal, your wife reads of a certain kind which is better than any other.

WHEN she gets there she buys it. Who wouldn't? The card was right in front of her. She had to read it. She was glad to learn what to get.

OTHER women are the same, with other articles than "H-O."

IF you want to know more, write us.

George Kissam & Co.

253 Broadway, New York.

The Whole Country

ONE MILLION FIVE HUNDRED
THOUSAND CIRCULATION *W W*

Advertisers desiring to reach every section of the United States, without investing a very large amount of money, will find the following a good list of papers:

| | | | |
|----------------|----------|---------------------------|-------------|
| Montgomery | Ala. | Advertiser | Weekly |
| Phoenix | Ariz. | Herald | Weekly |
| Little Rock | Ark. | Gazette | Weekly |
| San Francisco | Cal. | Examiner | Weekly |
| Denver | Colo. | Times | Weekly |
| Hartford | Conn. | Times | Weekly |
| Wilmington | Del. | Gazette and State Journal | Weekly |
| Washington | D. C. | Post | Weekly |
| Jacksonville | Fla. | Times-Union | Weekly |
| Atlanta | Ga. | Constitution | Weekly |
| Boise City | Idaho | Statesman | Semi-Weekly |
| Chicago | Ill. | Inter-Ocean | Weekly |
| Indianapolis | Ind. | Sentinel | Weekly |
| Des Moines | Iowa | Register | Weekly |
| Topeka | Kan. | Capital | Semi-Weekly |
| Louisville | Ky. | Courier-Journal | Weekly |
| New Orleans | La. | Times-Democrat | Weekly |
| Lewiston | Me. | Journal | Weekly |
| Baltimore | Md. | American | Weekly |
| Springfield | Mass. | New England Homestead | Weekly |
| Detroit | Mich. | Free Press | Weekly |
| St. Paul | Minn. | Pioneer Press | Weekly |
| Jackson | Miss. | Clarion-Ledger | Weekly |
| St. Louis | Mo. | Republic | Weekly |
| Helena | Mont. | Herald | Weekly |
| Omaha | Neb. | Bee | Weekly |
| Reno | Nev. | Gazette | Weekly |
| Concord | N. H. | Statesman | Weekly |
| Newark | N. J. | Sunday Call | Weekly |
| New York | N. Y. | World | Weekly |
| Raleigh | N. C. | Caucasian | Weekly |
| Fargo | N. D. | Forum | Weekly |
| Cincinnati | Ohio | Enquirer | Weekly |
| Guthrie | Oklahoma | State Capital | Weekly |
| Portland | Ore. | Oregonian | Weekly |
| Philadelphia | Pa. | Press | Weekly |
| Providence | R. I. | Journal | Weekly |
| Charleston | S. C. | News and Courier | Weekly |
| Huron | S. D. | Huronite | Weekly |
| Memphis | Tenn. | Commercial Appeal | Weekly |
| Galveston | Texas | News | Weekly |
| Salt Lake City | Utah | Tribune | Semi-Weekly |
| Burlington | Vt. | Free Press | Weekly |
| Richmond | Va. | Dispatch | Weekly |
| Seattle | Wash. | Post Intelligencer | Weekly |
| Wheeling | W. Va. | Register | Weekly |
| Milwaukee | Wis. | Wisconsin | Weekly |
| Cheyenne | Wyo. | Sun-Leader | Weekly |

One Inch, one time, in above 48 papers, costs \$141.93.

A DEFINITE OFFER—For \$140, net cash, we will insert a one-inch advertisement once in all of the above 48 papers, and give one insertion, without further charge, of the same advertisement in 175 country weeklies.

If the advertisement is already appearing in any of the above named publications we will substitute others of similar circulation and value.

THE GEO. P. ROWELL ADVERTISING CO.,

10 Spruce Street, New York.

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